



**Chris Tollaksen**

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**From:** Debbie Meyer [deb@visionprinting-dells.com]  
**Sent:** Wednesday, December 30, 2015 4:13 PM  
**To:** Chris Tollaksen  
**Subject:** Holiday Wholesale - Standrock /Pioneer BB

This is the 8 x 18 board on Standrock Road. It will have a removable now hiring sign that Dells Area Signs will be hand painting on wood.

Again, let me know if you need anything else!

Thanks,  
Den

1951

CELEBRATING 65 YEARS

2016



# HOLIDAY WHOLESALE



Family Owned, Proudly Serving Our Customers Since 1951!



**TURN LEFT AT PIONEER DRIVE**

**NOW HIRING!!**



1951

**CELEBRATING 65 YEARS**

2016



# **HOLIDAY WHOLESALE**



Family Owned, Proudly Serving Our Customers Since 1951!

**NOW  
HIRING!!**

**TURN RIGHT AT NEXT STREET**





## Memo

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**To:** City of Wisconsin Dells  
**From:** MSA Professional Services, Inc.  
**Subject:** Design Review Committee Mission Statement  
**Date:** December 31, 2015

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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, **shopping**, entertainment and visitor experience. 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.*

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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](http://www.msa-ps.com)

## Chris Tollaksen

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**From:** Stephen Tremlett [stremlett@msa-ps.com]  
**Sent:** Thursday, December 31, 2015 1:49 PM  
**To:** Chris Tollaksen  
**Subject:** DRC Meeting Materials - Sign Ordinance and Design Standards  
**Attachments:** 00085055 Sign Ordinance\_FinalDraft\_123115.pdf; Wisconsin Dells Signs Ordinance Discussion Items.pdf; WI Dells\_Design Standards\_FinalDraft\_123115.pdf

Chris,

Attached is the meeting materials. Below describes what we will be reviewing next week. Thanks and have a great holiday weekend!

- 
- 1. Sign Ordinance.** The first PDF is a clean copy of the revised code and the second PDF is the specific items that have been added since our last meeting. The new items discuss blank signs, legacy sign process/procedures, shopping center identification (e.g. Chalet wall sign – currently not discussed in the existing code), and portable signs (we discussed this item but wanted review at least the liability agreement). We should specifically talk about the second PDF (discussion items), but I will be ready to talk about any other portion of the sign code as this is the final review prior to recommending it to the City Council (and legal counsel). There are several reference sections in the sign code that are underlined that will jump to the corresponding section, including the initial table of contents.
  - 2. Design Standards.** Final draft of the standards. Changes include:
    - Added cover image and logo
    - Added statement regarding review of the Sign and Zoning Codes (see Pre-Submittal Information on page 3)
    - Added the Mission Statement on page 3
    - Bolded statement discussing the potential of requiring potentially some recommendations in addition to the standards if public funding is provided to the business. This has been discussed briefly and the text was always there; however, I wanted to verify DRC and City will want this clause in the standards.
    - Added several terms, but awaiting further explanation on the food license, per direction of Chris
    - Added back in a “not permitted” image for Installation.
    - Moved all lighting standards to the Lighting section (page 13). This is instead of on specific sign types.
    - Revised Lighting Standard 4 (page 13) to allow internally illuminated signs that have opaque backgrounds, lighting only the letters and symbols. I thought there may be interest in providing a bit more flexibility than just external lighting. Thoughts?
    - Add disclaimer under recommended image on page 14.
    - Revised Standard #1 on both Wall and Projecting Signs (Page 17-18)
    - Revised Standard #2 and Recommendation C (page 19)
    - Added “state-issued” on Standard #1 on Portable Sign (page 21)
    - Revised Standard #2 and added Standard #3 for Blade Signs (page 22)
    - Added Certificate of Appropriateness Application (page 23-24). This could either remain in this handbook or could be independent (and referenced in the standards handbook). Thoughts? Feedback on the application?
    - Added the Checklist to be used by the applicant, zoning administrator/staff, and DRC when reviewing the Certificate of Appropriateness (signage and building improvements discussed in the standards handbook). Note that only the standards are listed. If you were to require any recommendations as a part of publicly financed projects (discussed in bullet 4), you would need to reference back to the specific page.



# DOWNTOWN

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## DESIGN STANDARDS

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### CITY OF WI DELLS, WI

JANUARY 2016 *FINAL DRAFT*



SOURCE: ZEBRADO



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# Administration

## DESIGN REVIEW COMMITTEE MISSION STATEMENT

*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, shopping, entertainment and visitor experience. 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.*

## Pre-Submittal Information

Applicants should review this **Handbook** and the City's **Zoning and Sign Ordinances** (Municipal Code: Chapter 19 & 22) at the beginning of the design process, and are encouraged to meet with the Zoning Administrator to discuss the project.

The following items must be submitted for review, unless the Zoning Administrator determines that they are not needed because the project is limited in scope:

- Certificate of Appropriateness Application (see the next page for more information)
- Design Standards Checklist (see the last section of this Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling containers placement, pedestrian pathways, vehicular parking/circulation, landscaping, stormwater management features, and lighting

## INTENT

The Wisconsin Dells Downtown Design District is intended to standardize the quality and character of **commercial, mixed use, industrial and civic properties** in the Downtown C-2 Zoning District. The District includes historic structures that should be preserved and non-historic structures and sites that are candidates for redevelopment.

## APPLICABILITY

The Downtown Design Standards apply to all **non-residential** parcels in the Downtown C-2 Zoning District, but they **DO NOT** require a property owner/leaseholder to modify their building(s).

Any modification to a building exterior design (new paint, siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage/smoking areas, etc.) must receive approval from the Zoning Administrator and/or Design Review Committee based on these standards, even if a building permit is not otherwise required.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

## STANDARDS VS. RECOMMENDATIONS

Required **standards** are located in the upper portion of each page, and these standards will be enforced, unless a waiver is granted.

**Recommendations** are located in the lower portion of the each page. For privately-funded projects, the property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the City's Zoning or Sign Ordinances.

**For any project that includes public funding assistance**, the property owner/leaseholders may be required to meet both the standards and recommendations for the corresponding design component.

# Administration

## WHAT IS A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness (COA) is the mechanism by which the City confirms any exterior building changes in the Downtown C-2 Zoning District are in compliance with these design standards. Building permits may also be required.

## WHEN DO I NEED A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness is not necessary for routine maintenance that does not change the material, color or form of the building. It is necessary when a change is being made to the exterior of a property in the C-2 Zoning District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of **any exterior color or building material(?)**. The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

## WHAT IS CONSIDERED A MINOR PROJECT?

Minor work includes: sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of awnings; chimney reconstruction if completed with similar materials; exterior cleaning, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; screening of parking lots and dumpsters or other work as designated minor by the DRC.

## WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction of garages; roof alterations and skylights; alterations to any side or elevation of the building; additions; alterations to windows, siding, entries, and trim; masonry finishing; construction of chimneys; erection or complete replacement of a sign; new construction; and relocation.

## Certificate of Appropriateness Process

If you need a Certificate of Appropriateness (COA) for your project, you must fill out the application for a COA contained within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with eight (8) sets of plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and applications should be submitted to the City's Zoning Administrator at Public Works Department, Municipal Building, 300 La Crosse Street, Wisconsin Dells, WI 53965.

The process for attaining a Certificate of Appropriateness is described below. Any issuance of a Certificate of Appropriateness shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

### COA ISSUANCE - MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Zoning Administrator shall respond to the submittal, either by issuing a Certificate of Appropriateness (COA) or providing an explanation of how the submittal does not meet the standards. If a COA is not issued, the applicant may either revise and resubmit the application, or present your proposal in person at a meeting of the Design Review Committee (DRC), to be scheduled by the Zoning Administrator. The DRC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the DRC, the applicant can make an appeal to the City's Board of Appeals (see the side bar on the next page).

# Administration

## COA ISSUANCE - MAJOR PROJECT

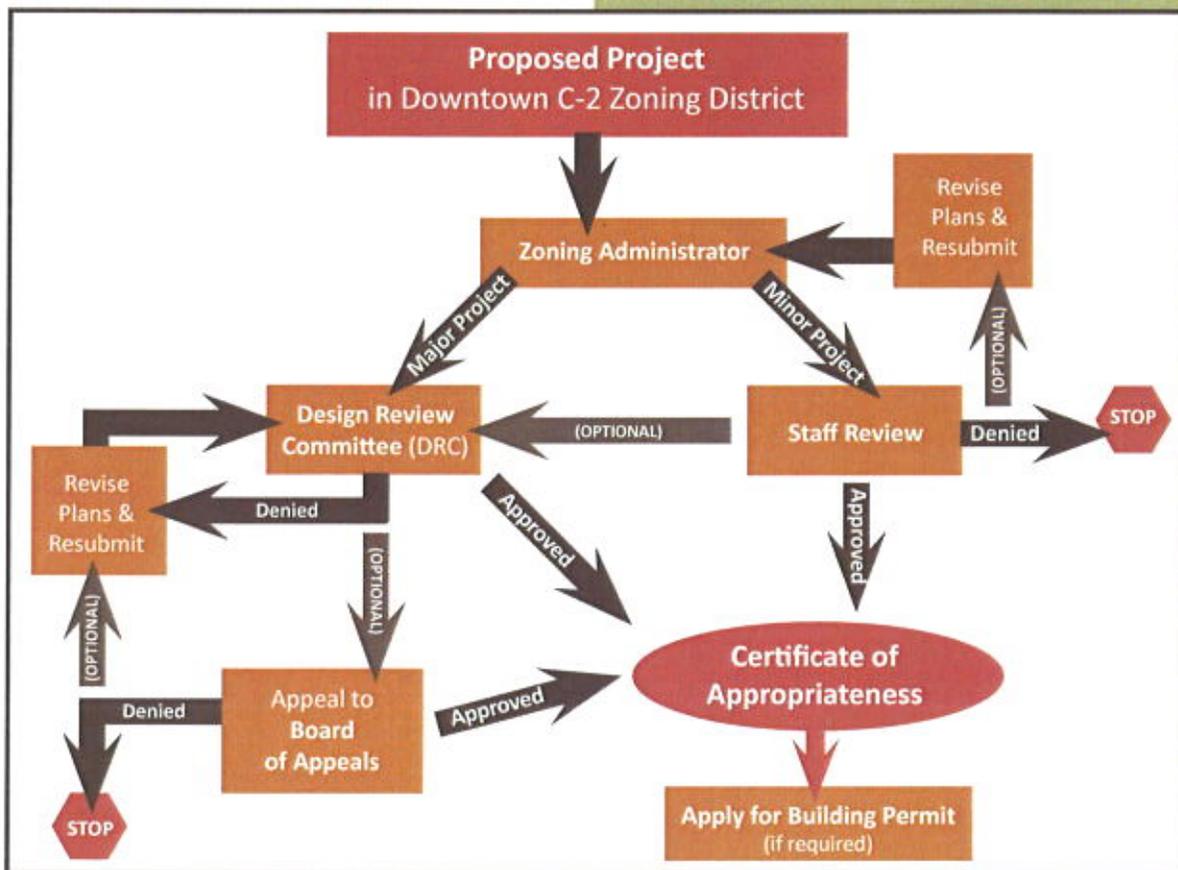
Upon the filing of a complete application for a MAJOR project (see side bar on the previous page for major work items), the DRC shall issue a Certificate of Appropriateness or deny the application within thirty (30) days of the filing of the application, unless the time period is otherwise extended by written agreement between the DRC and the applicant.

The DRC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the DRC, the can make an appeal to the City's Board of Appeals (see side bar for more information).

## ON WHAT GROUNDS CAN I GET A WAIVER?

Waivers are granted by the Design Review Board and/or the Board of Appeals on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

- A) the required design feature cannot be met on the site
- B) the requirement would create undue hardship for the applicant as compared to other properties in the district
- C) the intent of the standards can be successfully met with an alternative design



# Terms

<b>Awning</b>	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>Awning sign</b>	a sign that is applied to the face of an awning that projects over a window or door opening.
<b>Back-lit sign</b>	a sign illuminated from within
<b>Base Panel</b>	wall panel that fills the space between a storefront window and the foundation below (see traditional facade components)
<b>Blade Sign</b>	a special projecting sign attached to the building along the storefront frontage
<b>Billboard sign</b> <i>(off-premise advertising sign)</i>	a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located
<b>Canopy</b>	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.
<b>Canopy Sign</b>	a sign that is applied to the face of an canopy structure that projects over a window or door opening.
<b>Clear glass</b>	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
<b>CMU, smooth-faced</b>	a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish
<b>CMU, split-faced</b>	a concrete masonry unit with a textured exterior finish

# Terms

a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system

**NEED A DESCRIPTION HERE**

a unit of illumination produced on a surface

a building entrance that is unlocked during business hours and is designated for public use

the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

the horizontal beam spanning an opening in an exterior wall

any sign placed within three (3) feet of a storefront window intended for viewing from the exterior.

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.

a sign that is applied to the face of an marquee that generally projects over the entry to the building.

a sign mounted or incorporated into a solid base and not attached to a building.

any parking area that has five (5) or more stalls

the area designated for a single vehicle to park

## EIFS

(Exterior Insulation Finishing System)

## Food License

## Footcandle

## Functional public entrance

## Ground floor facade

## Lintel

## Internal Signage

## Marquee

## Marquee Sign

## Monument sign

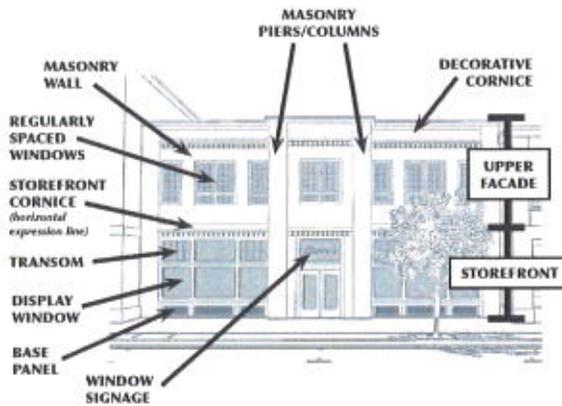
## Parking lot

## Parking stall

# Terms

<b>Pedestal sign</b>	a portable sign that is attached to pole support with a sturdy base, generally used for displaying a menu.
<b>Pole sign</b>	any free-standing sign mounted on a pole
<b>Portable sign</b>	a sign is a sign not permanently attached to the ground or other permanent structure including sandwich boards and pedestal signs.
<b>Projecting sign</b>	a sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.
<b>Reverse Illumination</b>	This type of lighting uses an external lighting source behind the individual letters that is reversed (facing backwards toward the wall) resulting in the lighting flooding the wall and lighting up the edges of and outlining the channel letters.
<b>Roof Sign</b>	any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.
<b>ROW (Right-of-way)</b>	land reserved for public use, including streets and sidewalks
<b>Sandwich Board</b>	a pair of advertising boards connected to a frame that is foldable and portable
<b>Storefront Display Window Area</b>	glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include transom window area (see Tradition Facade Component illustration on the next page)

# Terms



a horizontal window above another window or door (see traditional facade components)

a sign or individual mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

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

## Traditional Facade Components

Transom

Wall Sign

Window sign

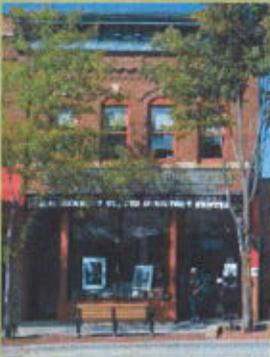
ADMINISTRATION

# Orientation, Placement & Massing

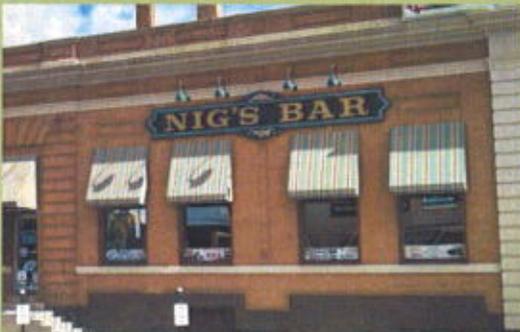
Downtown signage can complement and reinforce the pedestrian-oriented character of the downtown, while also meeting the visibility needs of people driving by in cars.



**RECOMMENDED** The business incorporates signage that provides visibility to both pedestrians and vehicles.



**RECOMMENDED** The above signage is placed in historical storefront locations (i.e. above the first floor windows/doors but below the second story sills, centered above the doorway, and along the awning profile).



**RECOMMENDED** This sign is placed well within the existing architectural features (centered on the brick inlays and above the window/awnings, but below a cornice line).

## Standards

1. Signs **shall** be placed to fit in with the building's overall architectural composition and **shall not** compete with its architectural features, especially on historic facades.
2. Placement of signs **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. Placement of signs **shall not** significantly obscure the building's architectural features.

## Recommendations

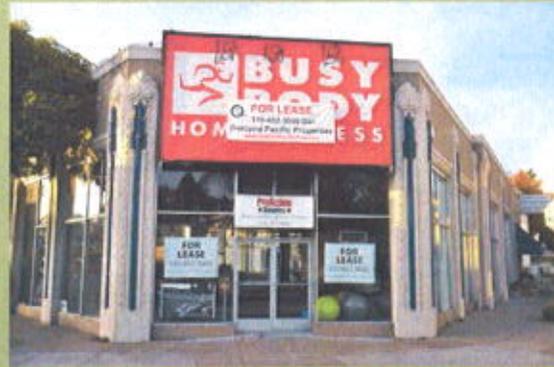
- A. Storefronts along Broadway (WIS 23) should have signage oriented to both pedestrians and automobiles.
- B. Sign types and locations should be appropriate to the architectural character and history of the building whenever possible.
- C. **For multi-tenant buildings**, placement of individual tenant signs should be coordinated to achieve a unified signage appearance.



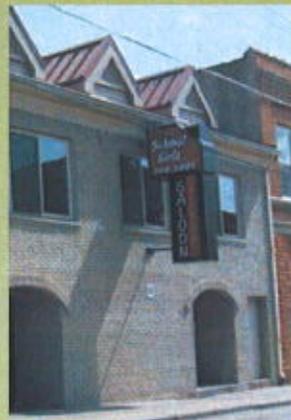
**NOT RECOMMENDED** This projecting sign reads well from the sidewalk, but less so from the roadway due to its orientation and the small text.



**NOT PERMITTED** This wall sign covers up the second-story window sill and the first floor cornice and it extends beyond the corners of the facade walls. A projecting sign between the windows or a sign mounted on the canopy would be preferred in this case.



**NOT PERMITTED** This wall sign obscures the existing architectural features, including part of the windows, and is out of proportion to the building mass.



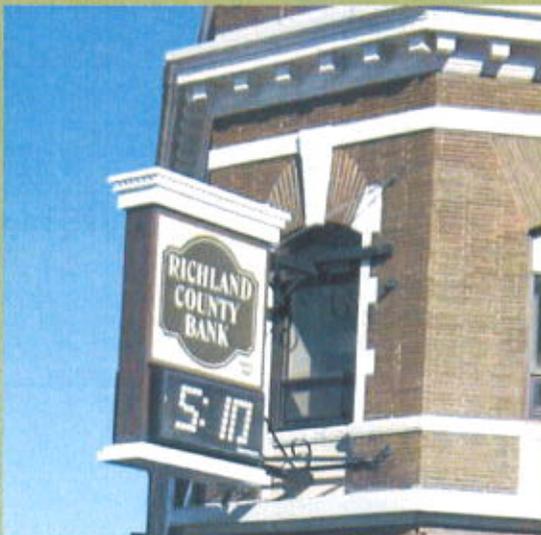
**NOT PERMITTED** The projecting sign is placed in front of a window while an alternative location between the windows is available.

# Installation

Since business tenants will change over time, it is important that the installation of signage minimize damage to the building.



**RECOMMENDED** The supports to this projecting sign is through the masonry mortar joint, which can be repaired if this sign is removed.



**NOT PERMITTED** In addition to this projecting sign obscuring the window (which does not meet Standard #2 under Orientation, Placement & Massing), its bracket obscures the window opening.

## Standards

1. Signage on masonry buildings **shall** be mounted through the mortar joints rather than through the masonry itself.
2. The method of sign installation **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. The method of sign installation **shall not** significantly obscure the building's architectural features.

## Recommendations

- A. To the greatest extent possible, installation of a sign should avoid irreversible damage to a building façade.
- B. Existing sign mounting brackets, studs or holes should be reused for new signage, whenever feasible.
- C. The number of anchor points should be minimized.
- D. The method of sign installation should prevent a sign from obscuring the building's architectural features to the greatest extent possible.

# Lighting

It is important to balance the need for lighting of signs for easy visibility with the desire to have only external light sources that fit the historic character of downtown buildings and create a pleasant pedestrian environment.

## Standards

1. Awnings **shall not** be internally illuminated.
2. High-lumen exterior lamps **shall** be located and shielded to prevent the casting of direct light or glare on adjacent roadways or properties, and shall not interfere significantly with the sign or sign bracket.
3. All sign lighting **shall** be securely and permanently affixed to prevent movement - suspended light strings are **prohibited**.
4. If a wall or projecting sign is internally illuminated, the sign face (background) **shall** be opaque with only pushed thru lettering/symbols illuminated (see side bar).
5. Blade signs **shall not** be internally illuminated.

## Recommendations

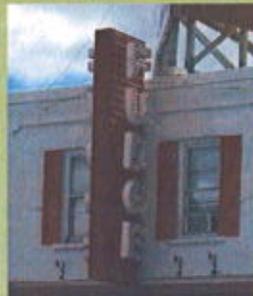
- A. Wall, projecting and canopy signage are **strongly encouraged** to be externally illuminated.
- B. Reverse illumination (halo effect channel letters) is an appropriate lighting method for signage, but is **discouraged** for signage on historic buildings.
- C. External lighting fixtures should be relatively simple and unobtrusive in appearance and size and should not obscure visibility of the sign.
- D. Exposed neon lighting may be used selectively but should not be visually obtrusive or dominate the street frontage.
- E. Color changing and "chasing" LED features are **discouraged**.
- F. The **preferred** method of sign illumination is high-lumen exterior lamps that project light onto the sign surface. It is acceptable to incorporate low-lumen lamps into the design of the sign itself with the intent that they be directly visible, such as a series of incandescent bulbs or functional equivalent. Such designs may be approved by the Design Review Committee (DRC).



**RECOMMENDED** This sign is illuminated by an external light source above the sign that is shielded and directed towards the sign, which mitigates light pollution and glare.



**APPROPRIATE** The above signs (reverse "halo" illumination (above) and pushed thru letters w/ opaque background (lower)) is allowed, but discouraged for historic buildings.



**APPROPRIATE** This sign cabinet includes exposed individual bulbs that spells out the word "fudge". This type of sign adds to unique character of downtown Dells and can be approved by DRC.



**NOT PERMITTED** Awnings may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

SIGNAGE DESIGN - GENERAL

# Materials, Colors & Lettering

Signage reinforces business brand and identity. It can also strengthen or detract from the Wisconsin Dells' unique downtown character.



**RECOMMENDED** The lettering is simple, effective and uses subdued colors. The three-dimensional lettering is historically appropriate and improves legibility in varied weather conditions.



**RECOMMENDED** These wall signs exemplify the effective use of color (high contrast and part of the building color scheme), simplicity (only two words) and graphics (the camera image quickly communicates the core business function).



**RECOMMENDED** This wall sign complements the building architecture in both style and color scheme; however, the use of an internally lit cabinet would not be permitted per Standard #8 under Wall Signs.

## Standards

1. Sign material **shall** be durable and easy to maintain with preference to wood and metal.
2. The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
3. Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alupalite. If acrylic material is used, it **shall** simulate metal or wood.
4. Highly reflective material **shall not** be used, as it is often difficult to read.
5. The color tones between a sign's lettering/symbols and background **shall** have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.
6. The main lettering and predominant background **shall not** use fluorescent colors, but may be used in a secondary role.

## Recommendations

- A. Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.
- B. Subdued and darker colors are **encouraged**.
- C. Lettering that is simple and bold is **encouraged**.
- D. Overly-ornate and trendy typefaces that are hard-to-read are **discouraged**.
- E. Excessive lettering is **discouraged**, including listing products/services and slogans.
- F. If three-dimensional letters/symbols are used, one-half inch depth or reveal is **encouraged** to make each letter stand out from the background.
- G. Use of symbols, logos and other graphics as a part of the sign is **encouraged** to reduce the need for excessive lettering, are easy to recognize, and contribute to the unique identity of a business.
- H. **For multi-tenant buildings**, sign colors of individual tenant signs should be compatible with each other.



**NOT PERMITTED**

The colors used for the background is too bright, and the lettering, especially the secondary text "bakery" and "deli", are extremely hard to read.



**NOT PERMITTED**

This sign is not permitted for several reasons, including inappropriate type of portable sign and for its usage of fluorescent lettering.



**NOT RECOMMENDED** The lettering of this window signage makes it difficult to read.



**NOT PERMITTED** This loose vinyl sign may not be used as a permanent sign.



**RECOMMENDED** The lettering is simple and effective. The color tones between the sign's lettering (gold) and the background (black) provide good contrast and legibility.



**RECOMMENDED** The sign is complementary to the building brick and window trim. The lettering is simple, subdued in color, contrasts well with the sign background, and incorporates a central logo.



**RECOMMENDED** The sign is complementary to the building's materials and colors. The lettering is simple, bold, subdued in color, and contrasts well with the sign background.

# Monument Sign

A monument sign is a sign mounted or incorporated into a solid base and not attached to a building.

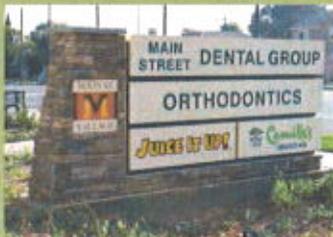
SIGNAGE DESIGN - TYPE SPECIFIC



**APPROPRIATE** This sign is less than six feet tall, includes landscaping around the base, and includes LED changeable messaging signage that covers less than 25% of the overall sign.



**RECOMMENDED** This sign uses high-quality materials similar to the adjacent building, is low and horizontal in profile, and incorporates landscaping along the base of the sign.



**APPROPRIATE** This sign is at pedestrian-scale, uses quality building materials and has a horizontal profile.



**NOT PERMITTED** This sign is too tall, vertical and modern in style to fit the vision for the downtown.

## Standards

1. Each lot **shall** be allowed to have one (1) monument sign up to sixty (60) square feet in size, and **shall not** exceed the total allowable sign area established per business frontage (see *Sign Code: Sec. 22.10(3)* for more details).
2. Monument signs **shall** only be used for buildings set back, or where a business' primary entrance is, eight (8) feet or more behind the public sidewalk. In the downtown area this includes residential buildings that have been converted to commercial use.
3. Monument signs **shall** be oriented perpendicular to the sidewalk so that they are easily viewed from the sidewalk and street in both directions.
4. Monument signs **shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade.
5. The base of the sign **shall** be landscaped.
6. A LED changeable messaging sign may be incorporated in a monument sign, but **shall not** make up more than twenty-five (25) percent of the sign area, inclusive of the base area.

## Recommendations

- A. Monument signs with horizontal proportions are **strongly encouraged**.
- C. Contemporary design are **discouraged** in the downtown district.
- D. A high-quality durable base material is **encouraged**, such as brick, stone or cast-in-place concrete.

# Wall Sign

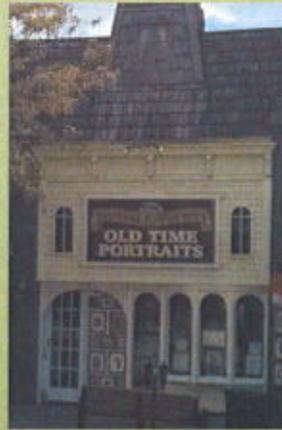
Wall signs are signs or individually mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

## Standards

1. Each business frontage **shall** be allowed one (1) wall sign per fifty (50) feet of street frontage (e.g. under 50 ft. of frontage is allowed one sign, 50-99 ft. of frontage is allowed two signs, and so on).
2. A wall sign **shall not** exceed sixty (60) square feet in size, and **shall not** exceed the total allowable sign area established per business frontage (see *Sign Code: Sec. 22.10(3)* for details).
3. The primary wall sign **shall** be located above the street-level windows/door.
4. If a historic sign board area exists above the transom windows, the primary wall sign **shall** fit within this space and shall not extend above, below, or beyond the edges of the signboard area.
5. The length of all wall signs **shall not** cover more than sixty (60) percent of the facade length.
6. Signs below eight (8) feet from grade **shall not** project more than two (2) inches from the building and above eight (8) feet **shall not** project more than eighteen (18) inches.
7. The highest point of the wall sign **shall not** extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.

## Recommendations

- A. The primary wall sign should be below the sills of second-story windows on multi-storied buildings, if feasible.
- B. Horizontally-oriented and centered wall signs are **encouraged**.
- C. Where feasible, a wall sign should be placed to align with other signs on that building and other buildings on the same block face.



**RECOMMENDED** This sign is centered above the first floor window/doors, does not obscure the building's architectural features, and complements the building's architectural style.



**RECOMMENDED** This multi-tenant building has wall signs centered at each business entry and are align with each other.



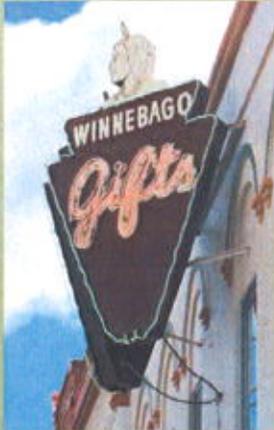
**NOT PERMITTED** This cabinet wall sign is not the typical solution for a historic storefront facade, as it covers up architectural detail, extends over window area, and extends beyond the first floor cornice.

SIGNAGE DESIGN - TYPE SPECIFIC

# Projecting Sign

A projecting sign is a sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.

SIGNAGE DESIGN - TYPE SPECIFIC



## APPROPRIATE

This projecting sign minimizes its impact on the historic architectural features, does not extend more than 5 feet over the cornice, and uses neon lights in a unique manner spelling out "gifts" and bordering the sign.



**RECOMMENDED** This sign has a mounting bracket over it, does not cover up any architectural elements, and matches the building's color scheme.



## NOT PERMITTED

This projecting sign extends below the first floor cornice (prohibited). It also lacks a mounting bracket (i.e. directly attached to the facade) and does not match the heaviness of the building's materials (even though it does mimic the architectural detail of the windows).

## Standards

1. Each business frontage **shall** be allowed one (1) projecting sign per fifty (50) feet of street frontage (e.g. under 50 ft. of frontage is allowed one sign, 50-99 ft. of frontage is allowed two signs, and so on).
2. A projecting sign **shall not** exceed fifty (50) square feet in size, and **shall not** exceed the total allowable sign area established per business frontage (see *Sign Code: Sec. 22.10(3)* for details).
3. Projecting signs **shall** be two-sided.
4. Projecting signs **shall** be mounted above the first floor and **shall not** be extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.
5. Projecting signs **shall** be a minimum 40 feet apart, except that each business **shall** be allowed one (1) projecting sign.
6. The mounting bracket **shall** be complementary to the projecting sign and the building's architectural style.

## Recommendations

- A. Projecting signs are **encouraged** to have a visible mounting bracket that projects over or under the sign.

# Awning, Canopy & Marquee Sign

Awning/canopy/marquee signs are signs that are applied to the face of an awning or canopy that projects over a window or door opening.

## Standards

1. New canopies in the public right-of-way are **prohibited**.
2. Awnings and canopies **shall not** be made of shiny materials or have a shiny finish.
3. Awning signs **shall not** cover more than seventy-five (75) percent of the valance/flat profile, and **shall not** cover more than fifty (50) percent of the awning roof.
4. Canopy and marquee signage **shall not** cover more than seventy-five (75) percent of the flat profile or side panels.
5. Signage on retractable awning **shall** be located on the front valance, so that the signage is visible whether the awning is extended out or retracted against the building's façade.
6. Awnings **shall** have a minimum clearance height of eight (8) feet above the sidewalk grade.
7. Canopies and marquees **shall** have a minimum clearance height of ten (10) feet above the sidewalk grade with any signage underneath these structures having a minimum clearance height of eight (8) feet.

## Recommendations

- A. If a building has transom windows, the awning should be mounted below those windows.
- B. Retractable, open-ended shed awnings are the **preferred** style.
- C. The **preferred** material for awnings and canopies is fire resistant, textile material. Metal, glass, vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials.
- D. Awnings with a front valance or skirt, which hangs down from the awning's front edge, are **preferred**.
- E. Awnings with patterns may be appropriate; however, they should be complementary with surrounding awnings on the same block face.



**RECOMMENDED** This awning includes a sign that covers less than 50% of the awning roof and has an external light source above the awning. The awning is over a doorway and more than 8 feet above the sidewalk grade.



**RECOMMENDED** This awning is made of textile fabric with the traditional shed profile, hanging skirt valance, and sits below the transom windows.



**NOT RECOMMENDED** This awning is not made of a textile material, does not have the traditional shed profile, and signage covers more than 75% of the valance.

SIGNAGE DESIGN - TYPE SPECIFIC

# Window Sign

Window signs is a any sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

SIGNAGE DESIGN - TYPE SPECIFIC



**APPROPRIATE** This storefront includes door signage covering less than 25% of each door, and product display covering less than 50% of each storefront display window/door area (below 7 feet).



**RECOMMENDED** The signage adhered to the storefront windows covers less than the 25% of each window, but is quite legible from both the sidewalk and street.



**PROHIBITED** The window signage on this business far exceed 25% coverage, including complete coverage of one window. Lack of visibility in the store is a safety concern and the over-signing detracts from the building architecture.

## Standards

1. Signage, excluding product display, **shall not** cover more than twenty-five (25) percent of each storefront display window/door area(\*).
2. To maintain visibility into storefront, all window signage, including interior signage and product display within three (3) feet of the panes of glass (door or window), **shall not** cover more than fifty (50) percent of each storefront display window/door area(\*).
3. Sign lettering and images **shall** be created from high-quality materials such as paint, gold-leaf, etching, vinyl, or neon.
4. Neon cabinet/canister and flashing neon signs are **prohibited**, while exposed neon signs (either individual neon letters or neon tubing script) can be appropriate as window signs.

## Recommendations

- A. Window signs should consist predominately of lettering with a transparent background.

(\* ) "Storefront Display Window/Door Area" is the glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include transom window area

# Portable Sign

A portable sign is a sign not permanently attached to the ground or other permanent structure including sandwich boards and pedestal signs.

## Standards

1. One (1) portable sign **shall** be allowed for each business that has obtained a state-issued food license.
2. A portable sign **shall** be no more than six (6) square feet in area, inclusive of border and trim.
3. The height of the portable sign **shall** be no more than three (3) feet for sandwich boards and four (4) feet for pedestal signs.
4. Portable signs **shall** be constructed of durable materials, such as wood and metal.
5. Portable signs **shall not** be illuminated or contain moving parts.
6. **Excluding chalkboard signs**, portable sign graphics **shall** be professionally painted or applied.
7. Portable signs **shall** be braced and/or secured to prevent motion using components that complement the sign's design, materials and colors.
8. Portable signs **shall** be located within ten (10) feet of business entrance, but not placed as to interfere with pedestrian ingress and egress.
9. Pedestal signs **shall not** be in the public right-of-way.
10. Portable signs **shall not** be placed in any location where the paved area for passage is reduced to less than six (6) feet or within fifteen (15) feet of an intersection, driveway, crosswalk or stairwell.
11. Portable signs **shall** meet the additional requirements per Sec. 22.09(8) of the Sign Ordinance.

## Recommendations

- A. Portable signs should reflect the character of the building and complement the building's other signage.
- B. Wood and metal signs are preferred.



**RECOMMENDED** These sandwich boards are made of durable materials and have professionally designed components.



**APPROPRIATE** Portable signs are allowed as long as they are made of durable material, have components that are professionally designed and are placed out of the way of foot and motorist traffic.



**PROHIBITED** This sign is placed less than 15 feet from the corner, which is a safety concern for both pedestrians and motorists.

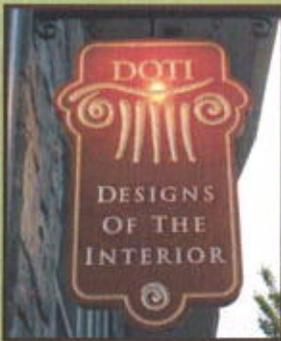
SIGNAGE DESIGN - TYPE SPECIFIC

# Blade Sign

A special projecting sign attached to the building along the storefront frontage incorporating the downtown dells river arts district brand.

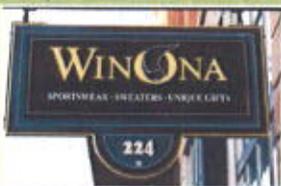
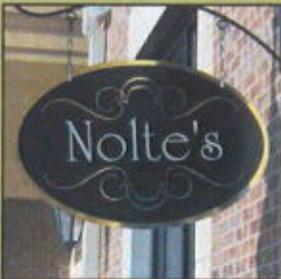
## TO BE ADDED

**REQUIRED** This Downtown Dells custom blade sign bracket is required for hanging any blade sign. Contact the zoning administrator for more information.



### RECOMMENDED

While a standard blade sign bracket is required (see above image), creativity is desired for all blade signs. The sign shape and advertisement (e.g. lettering, logos, and other graphics) can be diverse, as illustrated in the recommended blade sign examples shown on the left.



SIGNAGE DESIGN - TYPE SPECIFIC

## Standards

1. Each business **shall** be allowed one (1) blade sign per public entrance. If multiple blade signs are planned along a single business frontage, there **shall** be forty (40) feet separating each sign.
2. The blade sign **shall** be within the below size restrictions:
  - Height: 12-24"
  - Width: 24-36"
3. The blade sign **shall** be hung using the Wisconsin Dells custom mounting arm.
4. If multiple blade signs are used, all **shall** be of the same style and shape.
5. Blade signs **shall** have a minimum clearance height of eight (8) feet above the sidewalk grade.
6. Blade signs **shall** be mounted below the sills of the second floor windows, or where second floor windows typically would reside on the building if none exist.
7. Blade signs **shall** be two-sided.
8. Blade signs **shall not** include business contact information.

## Recommendations

- A. A blade sign should usually be mounted near the storefront entrance just above the door, or just to the side of it.
- B. If multiple blade signs are used, hierarchy of sign size should be considered between primary and secondary entries.
- C. Groove routed signs are encouraged (see the first sign image in the side bar).

# Certificate of Appropriateness

## City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Address of Property:

---

Property Owner Name:

---

Property Owner Address:

---

*Street*

*Municipality*

*State*

Property Owner Phone Number: (Home/Mobile):

---

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

---

Is the building on the National Register of Historic Places?

Yes

No

---

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

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: \_\_\_\_\_

Awning/Canopy/Shutters

Doors, Windows, & Entrances

\_\_\_\_\_

Roofing

Exterior Painting

\_\_\_\_\_

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

*Last Modified: January 4, 2016*

*Page 1 of 2*

CERTIFICATE OF APPROPRIATENESS

# Certificate of Appropriateness

## City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

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.
- A completed downtown design standards checklist

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 Committee 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 of Meeting: \_\_\_\_\_

Approved or Denied?: \_\_\_\_\_

Date Received: \_\_\_\_\_

Conditions of Approval or Reasons for Denial:

*Last Modified: January 4, 2016*

*Page 2 of 2*

CERTIFICATE OF APPROPRIATENESS

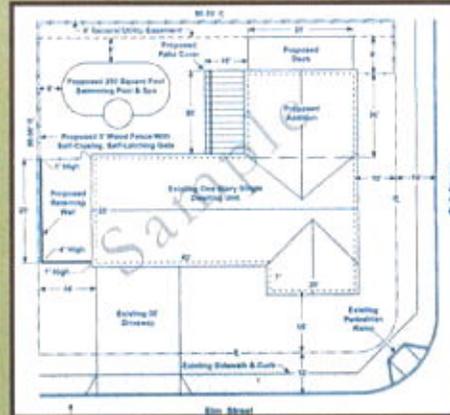
# Checklist

## Instructions

If a section of these standards does not apply to the proposed project (e.g. *parking standards for a facade renovation project*) the entire section can be skipped by checking the “does not apply” box  NA . If any part of a section does apply, please fill out the entire section with checks for completed standards and cross out  for any that do not apply.

The following items shall be submitted for review (unless the Zoning Administrator determines that they are not needed because of the project is limited in scope):

- Certificate of Appropriateness Application
- Design Standards Checklist
- Site Plan (see page 3)
- Building Elevation
- Color / Material Swatches



Sample Site Plan  
*(Information provided dependent on permit request)*



Sample Elevation

Design Standards Checklist

Applicant  
Staff / ZA  
DRC

## SIGNAGE DESIGN - GENERAL

Sign Orientation, Placement & Massing

NA

Comments (office use only):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Signs are placed to fit in with the building's overall architecture composition and does not compete with its architectural features, especially on historic facades.

2. Placement of signs does not obscure window or doorways, including door, glass panes and corresponding trim and supports.

3. Placement of signs do not significantly obscure the building's architectural features.

# Checklist

## Design Standards Checklist

	Applicant	Staff / ZA	DRC	
1. On masonry buildings, signage will be mounted through the mortar joints, not in the masonry itself.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Sign Installation</b> <input checked="" type="checkbox"/> NA Comments (office use only): <hr/> <hr/> <hr/>
2. The sign installation method does not obscure window or doorways, including door, glass panes, and corresponding trim and supports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. The sign installation method does not significantly obscure the building's architectural features.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
4. Spec sheets for each light fixture are submitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1. Awnings are not internally illuminated.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Sign Lighting</b> <input checked="" type="checkbox"/> NA Comments (office use only): <hr/> <hr/> <hr/>
2. High-lumen exterior lamps: 1) are located and shielded to prevent the casting of direct light or glare on adjacent roadways or properties; and 2) do not interfere significantly with the sign or sign bracket.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. All sign lighting is securely and permanently affixed to prevent movement.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
4. If a wall or projecting sign is internally illuminated, the background is opaque and only the lettering/symbols are illuminated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Any blade sign is not internally illuminated.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
1. Sign materials are durable and easy to maintain.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Sign Materials, Colors &amp; Lettering</b> <input checked="" type="checkbox"/> NA Comments (office use only): <hr/> <hr/> <hr/>
2. The sign style, colors and materials complement the character of the building and other signage.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
3. Sign substrate is either MDO, Aluminum, or Aluminate. If acrylic material is used, it simulates metal or wood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. No highly reflective material is used.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
5. The color tones between a sign's lettering/symbols and background have sufficient contrast to make the sign clearly legible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. The main lettering and predominant background are not fluorescent.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

# Checklist

	Applicant	Staff / ZA	DRC	
<b>SIGNAGE DESIGN - TYPE SPECIFIC</b>				
<b>Monument Sign</b>				1. Only one monument sign per lot that is not larger than 60 sq.ft. Also the sign area does not exceed the total allowable signage per business frontage (see Municipal Code Section 22.10(3)).
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Comments ( <i>office use only</i> ):				2. The building(s) is setback, or the primary entrance is, 8-ft or more behind the public sidewalk. If not, a monument sign is not allowed.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. The monument sign is oriented perpendicular to the sidewalk.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. The monument sign is no taller than 6-ft, at the highest point, above the sidewalk grade.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. The base of the sign is landscaped.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. If a LED changeable messaging sign is incorporated in the monument sign, it does not make up more than 25% of the sign area, inclusive of the base area.
<b>Wall Sign</b>				1. There is only one wall sign present per every 50 feet of frontage (e.g. 1-49 feet: one sign; 50-99 feet: two signs; 100-149 feet: three signs and so on)
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Comments ( <i>office use only</i> ):				2. The sign area does not exceed 60 sq.ft. and does not exceed the total allowable signage per business frontage (see Municipal Code Section 22.10(3)).
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. The primary wall sign is located above the street-level windows/doors.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. If a historic sign board area exists above the transom windows, the primary wall sign fits within this space and does not extend beyond this signboard edges.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. The lengths of the wall signs does not cover more than 60% of the facade length.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. Signs below 8-ft from grade do not project more than 2-inches from the building and above 8-ft do not project more than 18-inches.

Design Standards Checklist

# Checklist

## Design Standards Checklist

	Applicant	Staff / ZA	DRC	
1. There is only one projecting sign present per every 50 feet of frontage (e.g. 1-49 feet: one sign; 50-99 feet: two signs; 100-149 feet: three signs and so on).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Projecting Sign</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____
2. The sign area does not exceed 50 sq.ft. and does not exceed the total allowable signage per business frontage (see Municipal Code Section 22.10(3)).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. The projecting sign is two-sided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. The projecting sign is/will be mounted above the first floor and is/will not be more than 5 feet above the roofline, cornice or parapet whichever is highest.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Projecting signs are at least 40 feet apart, except each business is allowed to have a projecting sign.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. The mounting bracket complements the projecting sign and the building's architectural style.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1. New canopies are not in the public R.O.W.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Awning, Canopy &amp; Marquee Sign</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____ _____
2. Awning and canopies are not made of shiny material or have a shiny finish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Awning signs do not cover more than 75% of the valance/flat profile, or cover more than 50% of the awning roof.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Canopy and marquee signs do not cover more than 75% of the valance/flat profile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Signage on retractable awnings are located on the front valance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Awnings have a minimum height clearance of 8-ft above the sidewalk grade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Canopies and marquees have a minimum height clearance of 10-ft and signage below the structure is at least 8-ft above the sidewalk grade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

# Checklist

	Applicant	Staff / ZA	DRC	
<b>Window Sign</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Signage, excluding product display, does not cover more than 25% of each storefront display window/door area (generally between 2-7 feet from grade).
<input type="checkbox"/> NA				
Comments (office use only):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. All window signage, including interior signage and product display within 3-ft of the panes of glass, does not cover more than 50% of each storefront display window/door area.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Sign lettering and images are created from high-quality materials such as paint, gold-leaf, etching, vinyl or neon.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. There is no neon cabinet/canister and flashing neon signs. Exposed neon lettering/script is allowed.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Portable Sign</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. One portable sign is planned per business that has obtained a state-issued food license.
<input type="checkbox"/> NA				
Comments (office use only):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. The total area of the portable sign does not exceed 6 sq.ft., inclusive of border and trim.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Any sandwich board is no taller than 3 feet and no pedestal sign is taller than 4 feet.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Portable signs are constructed of durable materials, such as wood and metal.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Portable signs are not illuminated or contain moving parts.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. Excluding chalkboard signs, all portable sign graphics are professionally painted or applied.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7. Portable signs are braced and/or secured to prevent motion using components that complement the sign's design, materials and colors.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8. Portable signs are located within 10-ft of business entrance, but not placed to interfere w/ pedestrian ingress and egress.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9. Pedestal signs are not placed in the public R.O.W.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10. Portable signs meet the additional requirements in the Municipal Sign Ordinance (Sec. 22.09(8)).

SIGNAGE DESIGN - TYPE SPECIFIC

# Checklist

SIGNAGE DESIGN - TYPE SPECIFIC		Applicant	Staff / ZA	DRC		
	1. Business has a maximum of one blade sign per public entrance, and if multiple blades signs on a single business frontage they are at least 40-ft apart.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Blade Sign</b></p> <p><input type="checkbox"/> NA</p> <p>Comments (office use only):</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	2. The blade sign has a height between 12-24 inches and a width of 24-36 inches.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3. The blade sign will be hung using a Wisconsin Dells custom mounting arm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	4. If multiple blade signs are used, they are all the same style and shape.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	5. Blade signs have a minimum height clearance of 8-ft from sidewalk grade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	6. Blade signs are mounted below the sills of the second story windows or where second floor windows typically would reside on the building if none exist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	7. Blade signs are two-sided.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Blade signs do not include business contact information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

## WISCONSIN DELLS SIGN ORDINANCE – MEETING DISCUSSION ITEMS

### **BLANK SIGN REGULATIONS**

#### **Section 22.02 Definitions [PAGE 2]**

**(4) Blank Sign:** a sign void of advertising matter, or a sign displaying an “available for lease” message or similar message which does not identify a particular product, service or facility.

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#### **Section 22.06 Prohibited Signs [PAGE 11]**

The following are expressly prohibited under this ordinance:

**(14) Obsolete or abandoned signs (see Code Sec. 22.12) that are not lawful nonconforming signs.**

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#### **Section 22.12 Abandoned Signs [PAGE 26]**

**(1) Definition.** The following constitutes an abandoned sign, and shall result in the remediation process described in Code Sec. 22.12(2):

- a) a sign that was lawfully erected on the property in conjunction with a particular use that has subsequently discontinued for a period of thirty (30) days or more;
- b) a sign face that remains blank (i.e. void of advertising matter) for a period of twelve (12) consecutive months. Signs displaying an “available for lease” message, or similar message which does not identify a particular product, service or facility, are considered to be blank signs; or,
- c) a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.

**(2) Remediation Process.** 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.

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## Section 22.13 Non-Conforming Signs & Structures [PAGE 27]

**(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.
- 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 the Chapter regarding maintenance and repair, abandonment, dangerous or defective.
- e) When a sign face remains blank (i.e. void of advertising matter) for a period of twelve (12) consecutive months. Signs displaying an "available for lease" message, or similar message which does not identify a particular product, service or facility, are considered to be blank signs.
- f) If located on property that is sold, with the full ownership of the property being transferred, the nonconforming sign and/or projecting structure 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.

**(3) 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.

**(4) Maintenance and Repair.** Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign and/or projecting structure or the owner of the property in which the sign/projecting structure is located from the provisions of this Chapter regarding safety, maintenance and repair of the sign and/or projecting structure.

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## **LEGACY SIGN REGULATIONS**

### **Section 22.09 General Sign Regulations [PAGE 15-18]**

*(4) Legacy Signs.* The legacy sign designation is intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic 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.

- a) Designation Criteria.** Prior to any sign being designated as a Legacy Sign, the Design Review Committee and the City Council shall find the Legacy Sign satisfies one or more of the following criteria:
- i. Is associated with events that have made a significant contribution to the broad patterns of Wisconsin Dells' or the State of Wisconsin's history or cultural heritage.
  - ii. Is associated with the lives of persons important in the past.
  - iii. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of an important creative individual, or possesses high artistic values.
  - iv. Has yielded, or may be likely to yield, information important in history.
  - v. The sign exemplifies the cultural, economic and historic heritage of Wisconsin Dells.
  - vi. The sign exhibits extraordinary aesthetic quality, creativity and innovation.
  - vii. Is associated with events that have made a significant contribution to the broad patterns of Wisconsin Dells' or the State of Wisconsin's history or cultural heritage.
- b) Application for Designation.** Applications for designation may be submitted by any member of the public or the sign owner and supported by a Legacy Sign Treatment Plan (see subsection (c)). If an application for designation is submitted by a member of the public, written consent from the sign owner is required in order to continue processing the application for designation. Such application shall be made in writing, in a form deemed appropriate by the Zoning Administrator. The application shall include the owner's consent to the designation and agreement to abide by the requirements of this sign ordinance through the execution of a covenant. The Zoning Administrator may require the owner to submit information regarding the significance of the potential Legacy Sign including, but not limited, to photographs, plans, deeds, and any other materials that may provide information regarding the potential Legacy Sign designation. An application fee may be required if so specified in the Fee Resolution (Code Sec 2.05).
- c) Legacy Sign Treatment Plan.** The application for designation as a Legacy Sign shall include a Legacy Sign Treatment Plan. The Legacy Sign Treatment Plan will include the following (but is not limited to):
- i. Description of the Legacy Sign, including current address, original address (if different), date of original construction and installation, sign type, original materials, text, type of illumination (if known), and a list of character-defining features.
  - ii. Historic documentation, including approved permits, site plans, elevations, and dated photographs, as available.
  - iii. Current photos of the Legacy Sign, including views of all visible elevations as well as contextual images of the property as a whole.

- iv. Provide a list of materials and/or parts to be replaced, and recurring maintenance items.
  - v. Narrative statement of significance against designation criteria in Code Sec. 22.09(a).
  - vi. Where an applicant produces physical evidence or documentation sufficient to prove that a proposed Legacy Sign included intermittent lighting features (e.g. flashing, blinking, chasing or sequentially lit elements which create the appearance of movement) or moving parts, such sign elements may be repaired or restored conditioned upon a determination by the City that no negative safety issues will result.
  - vii. If a new sign, include a dimensioned site plan with the existing and proposed land use and site improvements, existing and proposed location and setbacks for the proposed Legacy Sign and any other existing or proposed signs on the premises. Also provide photo simulations of the completed sign as viewed from the street and other significant vantage points, as appropriate.
- d) Designation Process. Applications for approval of Legacy Signs shall be reviewed by the Design Review Committee (DRC). The DRC shall determine whether the sign meets one or more of the criteria for approval as a Legacy Sign and, based on this determination, shall recommend to the City Council that the application be approved or denied. The HDRC shall adopt a resolution stating its recommendation, focusing on the criteria set forth in Code Sec. 22.09(a), and incorporating its reasons in support or denial of the application. Following the DRC's consideration of the application, the City Council shall hold a public hearing to consider the application. The applicant shall be provided with at least fifteen (15) business days notice of the hearing date. Following the public hearing, the City Council shall adopt a resolution to approve or deny the application based on the criteria specified in Code Sec. 22.09(a). A condition of approval may be added to any variance application for a property with a potential legacy sign requiring the property owner to designate and/or restore the potential legacy sign.
- e) Covenant by Recorded. If the application is approved by the City Council, the City shall record a signed covenant in the office of the County Recorder at the Legacy Sign owner's expense. The covenant, which shall run with the land and be binding on successors and assigns, shall specify which elements of the Designated Legacy Sign are to be protected; and state that any alteration or removal of these elements shall be done in accordance with Code Sec. 22.09(a). This covenant shall serve as notice of the approval as a Designated Legacy Sign, and shall not be removed from the property without the consent of the City Council.
- f) Design Standards. Legacy signs shall comply with the following requirements (as applicable):
- i. Restoration and or repair of an intact or nearly intact Legacy Sign shall be consistent with a documented appearance at the time of approved legacy sign designation.
  - ii. Restoration and or repair shall not add typographical or other elements which result in an increase in the size of the restored and or repaired sign.
  - iii. Text changes shall not result in changes to character defining features.
  - iv. Text changes shall match or be compatible with existing text in material(s), letter size, font/typography, and color.
  - v. The sign shall use materials and technology representative of its period of construction.
  - vi. The sign shall be structurally safe or can be made safe without substantially altering its documented appearance at the time of approved legacy sign designation.

- vii. Relocation of a Legacy sign off site is discouraged unless it is technologically impractical or otherwise infeasible to maintain the Legacy Sign in the original location. The burden of proof is upon the applicant and shall be to the satisfaction of the Design Review Committee (DRC). Relocation of a Legacy Sign shall be to a location within the original premises, or to a location deemed appropriate by the DRC.
  - viii. A replica Legacy Sign may only be installed on the premises where it originally existed. The replica sign shall be consistent in look, materials and technologies as the documented appearance at the time of approved legacy sign designation.
- g) Maintenance. The owner, lessees, and any other responsible persons shall take all steps necessary to maintain the Legacy Sign in good condition and to prevent any deterioration or decay that would adversely affect the value or integrity of the Legacy Sign. The Design Review Committee may require annual maintenance inspections of the sign by the building inspector. Failure to maintain the Legacy Sign in accordance with this Section is a violation of the Wisconsin Dells Municipal Code and is subject to loss of legacy sign designation and may be subject to prosecution.

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## **SHOPPING CENTER IDENTIFICATION SIGN REGULATIONS**

### **Section 22.02 Definitions [PAGE 4]**

**(34) Shopping Center:** a continuous area of land under single ownership or operated under a single direction, developed for retail purposes, and typically has at least one major tenant.

**(35) Shopping Center Identification Sign:** a sign identifying a shopping center and major or anchor tenant only.

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### **Section 22.09 General Sign Regulations [PAGE 18]**

**(5) 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 Multiple-tenant Sign identifying their businesses on a single sign structure. **A shopping center frontage shall not have both an independent shopping center identification sign and an independent multi-tenant sign; however, a multi-tenant sign may be incorporated into a shopping center identification sign (see Code Sec. 22.09(10)).**

**(11) Shopping Center Identification Signs.** A shopping center is defined as a continuous area of land under single ownership or operated under a single direction, developed for retail purposes, and typically has at least one major tenant. This sign identifies a shopping center and major or anchor tenant only.

- a) Maximum Number. One freestanding, monument or wall sign identifying the shopping center per shopping center frontage, in lieu of an independent multi-tenant sign (see Code Sec. 22.09(5)).
- b) Maximum Area. A total of 300 sq.ft. per shopping center frontage, or as defined in Code Sec. 22.10, whichever is stricter. **(Suggest restricting to 144 sq.ft. in the downtown – See Table E on page 24)**

*\*NOTE: All businesses depicted on 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.*

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## **PORTABLE SIGN REGULATIONS**

### **Section 22.09 General Sign Regulations [PAGE 19]**

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

- a) **Location.** The sign shall be located within ten (10) feet of the business entrance, but shall not be placed in a location where the paved area for passage is reduced to less than six (6) feet or within fifteen (15) feet of an intersection, driveway, stairwell or crosswalk.
- 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.

## CHAPTER 22 | SIGN ORDINANCE

- [22.01 Purpose and Applicability](#)
- [22.02 Definitions](#)
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### Section 22.01 Purpose and Applicability

- (1) **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:
  - (a) Require 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.
  - (b) Require 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.
  - (c) 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.
- (2) **Applicability.**
  - (a) **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. 22.03](#) for sign permit application and processing requirements.
  - (b) **Sign Standards.** The sign standards provided in this chapter shall apply to signs in each zoning district in the city. Only signs authorized by this chapter shall be allowed.

- (c) **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.
- (d) **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.

## Section 22.02 Definitions

- (1) **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.
- (2) **Awning Sign:** a sign which is painted on, attached to, or supported by an awning.
- (3) **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.
- (4) **Blank Sign:** a sign void of advertising matter, or a sign displaying an "available for lease" message or similar message which does not identify a particular product, service or facility.
- (5) **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.
- (6) **Canopy Sign:** a sign which is painted on, attached to, or supported by a canopy.
- (7) **Directional Sign:** any sign which provides directions to motorists regarding the location of parking areas and access drives.
- (8) **Erect:** to build, construct, attach, hang, place, suspend, or affix, and shall also include the painting of signs.
- (9) **Facing or Surface:** the surface of the sign upon, against, or through which the message is displayed or illustrated on the sign.
- (10) **Legacy Signs:** a sign designation intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic signs.
- (11) **Illuminated Sign:** any sign which has characters, letters, figures, designs or outlines illuminated externally by electric lights or internally by luminous tubes.
- (12) **Incidental Sign:** secondary, informational signs such as menu boards, "open" signs, hours of operation signs.

- (13) **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.
- (14) **Internal Signs:** any sign placed within three (3) feet of a storefront window or door intended for viewing from the exterior.
- (15) **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.
- (16) **Marquee Sign:** a sign which is painted on, attached to, or supported by a marquee.
- (17) **Monument Sign:** a detached, self supporting sign mounted or incorporated into a solid base.
- (18) **Multi-Tenant Sign:** any sign applied for and erected for use by multiple business owners within the same shopping center, commercial subdivision or distinct area of the city.
- (19) **Off-premises Sign:** an advertising sign or structure that pertains to goods or services not sold or provided on the premises where the sign is located, or any announcement whose subject is not available on the premises.
- (20) **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.
- (21) **Other Advertising Structure:** any marquee, canopy or awning as further defined in this ordinance.
- (22) **Permittee:** a person receiving an erection permit pursuant to the provisions of this ordinance.
- (23) **Person:** any person, firm, partnership, association, corporation, company or organization of any kind.
- (24) **Pole Sign:** any sign supported by uprights or braces placed in the ground and not attached to any building.
- (25) **Portable Sign:** a sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and "A" frame signs.
- (26) **Projecting Sign:** A sign attached to a building or other structure and extending more than eighteen (18) inches beyond the building plane.
- (27) **Projecting Structures:** Awnings, retractable awnings, canopies and marquees.
- (28) **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.

- (29) **Three Dimensional Sign:** A sign that 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.
- (30) **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 loads.
- (31) **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.
- (32) **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 in view of the general public and is used for purposes of advertisement, announcement, declaration, demonstration, display, identification or expression.
- (33) **Sign Area:** is the area encompassing all graphic content and any cosmetic or structural frame or trim. For signs that are part of a larger surface such as a wall or canopy, the sign area will be measured by enclosing all lettering, logos, trademarks and graphic trim within a simple shape, either circle, rectangle or triangle.
- (34) **Shopping Center:** a continuous area of land under single ownership or operated under a single direction, developed for retail purposes, and typically has at least one major tenant.
- (35) **Shopping Center Identification Sign:** a sign identifying a shopping center and major or anchor tenant only.
- (36) **Super Graphic:** a super graphic is a painted mural or scene that does not include letters, words or numbers advertising the business being conducted on the premise.
- (37) **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.
- (38) **Wall Sign:** a sign attached to or erected against the wall of a building with the face parallel to the building wall.
- (39) **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 or manufactured air current.
- (40) **Window Sign:** a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

## Section 22.03 Administration and Sign Permit Issuance

- (1) **Permit Required.** Except as provided in Code sec. 22.09 and Code sec. 22.10, 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 Code sec. 22.03(5). 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.
- (2) **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:
  - (a) Name, address and telephone number of the applicant.
  - (b) Location of building, structure, or real estate to which or upon which the sign or other advertising structure is to be attached or erected.
  - (c) Position of the sign or other advertising structure in relation to nearby buildings, structures, signs or other advertising structures.
  - (d) 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.
  - (e) Name of the person erecting the structure; and, name of electrical contractor, if any.
  - (f) Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.
  - (g) Size and cost of sign or advertising structure.
  - (h) Such other information as the Building Inspector shall require to show full compliance with this and all other laws and ordinances of the City.
- (3) **Electric Signs.** Any sign making use of electricity for illumination or motion shall be connected by a licensed electrical contractor.
- (4) **Permit Issuance.**
  - (a) 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.
    - (i) Examine the plans and specifications and the premises upon which the proposed structure shall be erected.
    - (ii) Refer the sign to the Design Review Committee per Article 3 Division 5 of the Zoning Code (Chapter 19).
    - (iii) 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.

- (b) 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.
  - (c) 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.
- (5) **Annual Inspection Fee.** The Building Inspector shall inspect biennial, 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 22.03(2) for each structure inspected. No inspection fee other than the application/permit fee as required in Code sec. 22.03(5) shall be charged during the calendar year in which the sign or other advertising structure is erected.
- (6) **Appeals.**
- (a) Within thirty (30) days after denial of a sign permit by the zoning administrator per direction of the Design Review Committee, 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)
  - (b) The board, upon appeal from a decision by the zoning administrator, may decide any question involving the interpretation of any provision of this ordinance.
  - (c) 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:
    - (i) 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.
    - (ii) That, for reasons fully set forth in the findings, the granting of the variance is 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.

- (iii) 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.
  - (iv) Except as specifically provided, no action by the board shall have the effect of permitting, in any district, uses prohibited in such district.
- (7) **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.
- (8) **Identification Tags.**
  - (a) 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 Code sec. 22.03(4).
  - (b) 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:
    - (i) Location of sign or other advertising structure.
    - (ii) Name of sign owner.
    - (iii) Name of owner of real estate upon which sign is located.
    - (iv) Dimensions of sign.
    - (v) Type of sign pursuant to this ordinance.
    - (vi) Cost to replace.
    - (vii) Date of erection.
  - (c) 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. 22.03(2).
  - (d) 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.

## Section 22.04 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 Code sec. 22.14.
- (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 Code sec. 22.14 and Code sec. 22.15 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 one hundred and twenty (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. 22.15 may be imposed. In addition, the sign or sign structure shall be subject to the application provisions of Code sec. 22.03.

## Section 22.05 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.
- (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 of 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.
- (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.
- (16) 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).
- (17) Temporary Business Sign for an operating business for up to thirty (30) days after business opening, or until a sign permit has been obtained through the DRC review process, whichever comes first.

## Section 22.06 Prohibited Signs

The following are expressly prohibited under this ordinance:

- (1) Any sign or structure that constitutes a hazard to public health or safety;
- (2) 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.
- (3) Any sign that causes traffic hazards. No sign or other advertising structure shall:
  - (a) obstruct free and clear vision at any street intersection;
  - (b) any sign that interferes with, obstructs the view of or be confused with any authorized traffic sign, signal or device because of its position, shape or color; or
  - (c) 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.
- (4) 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.
- (5) Any vehicular signs with a total sign area in excess of ten (10) square feet are prohibited when the vehicle:
  - (a) is parked for more than sixty (60) consecutive minutes within one hundred (100) feet of any street right of way;
  - (b) is visible from the street right of way that the vehicle is within one hundred (100) feet of; or,
  - (c) 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.
- (6) Any signs having a sign area of more than 300 square feet per facing.
- (7) Signs having more than two (2) faces visible at one time.
- (8) Captive or tethered balloons, banners or other similar portable devices, excluding sandwich boards/"A"-frame and pedestal signs permitted in the C-2 district.
- (9) Revolving signs.
- (10) Any signs that obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets.

- (11) 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.
- (12) Any signs erected or maintained upon trees or utility poles, or painted or drawn upon rocks or other natural features.
- (13) 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.
- (14) Obsolete or abandoned signs (see Code Sec. 22.12) that are not lawful nonconforming signs.

### Section 22.07 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 advertising the business being conducted on the premise will be treated as a sign and shall meet the wall sign requirements in Code sec. 22.09 and Code sec. 22.10.

- (1) **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. 22.03.
- (2) **Process.** The Design Review Committee shall make a recommendation to the Common Council who shall then approve or reject the proposed Super Graphic. Within thirty (30) days after denial of a super graphic application by the Common Council, 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).
- (3) **Standard of Review.** The Design Review Committee and City Common Council may attach to its approval of a sign 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:
  - (a) harmonizes with the structure(s) on the parcel on which it is to be painted;
  - (b) is suitable and appropriate to the neighborhood;
  - (c) is well-designed and pleasing in appearance;
  - (d) does not constitute a nuisance to the occupants of adjacent or contiguous property as determined by the Zoning Administrator or the Design Review Committee; and,
  - (e) 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).

- (4) **Maintenance.** The Design Review Committee may also require annual maintenance inspections of the super graphic by the building inspector, and revoke any permit issued if a graphic design is not maintained. No sign application for a super graphic shall be required to repaint any super graphic exactly as it previously existed, pursuant to a previously approved graphic design permit.
- (5) **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 22.08 Projecting Structures

- (1) **Canopy Location.** Canopies are not permitted over the public right-of-way.
- (2) **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.
- (3) **Projecting Structure Approval.**
  - (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. 22.03.
  - (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.
- (4) **Inspection.** Projecting structures shall be inspected every two (2) years by the Building Inspector 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.
  - (5) **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.

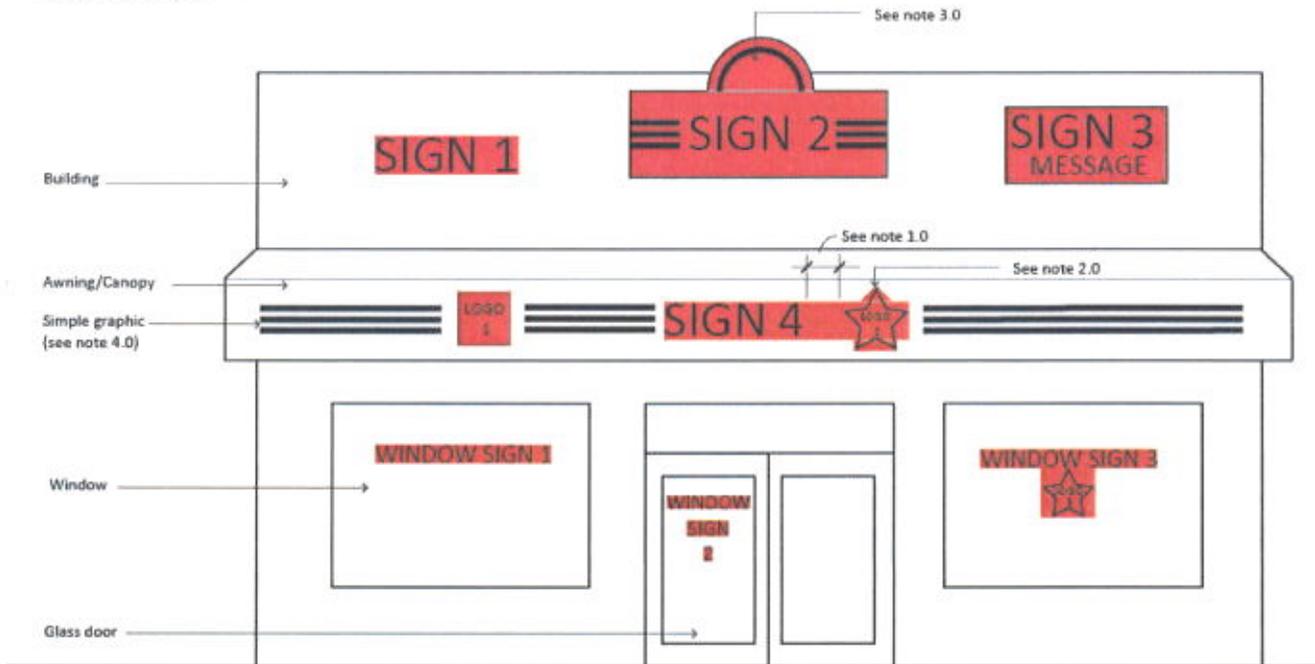
### Section 22.09 General Sign Regulations

The regulations in this section apply to signs in all areas of the City with Code sec. 22.10 providing additional sign regulations per said property's designated zoning district. Any regulation shown stricter in Code sec. 22.10 shall take precedent.

- (1) **Total Allowable Sign Area.** The total sign area shall not exceed the limits established in Code sec. 22.09 and Code sec. 22.10.
  - (a) **Permitted Sign Area Calculation.** The area of a sign includes all graphic content and any cosmetic or structural frame or trim. For signs that are part of a larger surface such as a wall or canopy, the sign area will be measured by enclosing all lettering, logos, trademarks and graphic trim within a simple shape, either circle, rectangle or triangle (see Exhibit A on the next page).
  - (b) **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:
    - (i) display the identical information;
    - (ii) physically connect at one point; and
    - (iii) 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.

## Exhibit A: Sign Area Measurement Calculations

Illustration Not to Scale



■ Denotes sign area to be calculated

### Notes

- 1.0 If logos associated with signs are within a few feet of the sign lettering, that area is to be included in the total sign area calculation
- 2.0 Calculate sign area using simple shapes, specifically rectangles and a triangle
- 3.0 Calculate sign area using simple shapes, specifically rectangle and semi-circle
- 4.0 Simple graphics (unrelated to business logo) are not included in area calculations

### SIGNS

SIGN 1	Wall sign (individual letters)
SIGN 2	Wall sign (attached, projecting with 3D feature)
SIGN 3	Wall sign (low profile, attached board)
LOGO 1	Business logo
SIGN 4 and LOGO 2	Painted signs on awning/canopy with logo
WINDOW SIGN 1	Window sign
WINDOW SIGN 2	Window sign on door
WINDOW SIGN 3 and LOGO 3	Window sign with logo

- (c) **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.

(2) **Sign Design Requirements.**

- (a) **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.

- (b) **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.
  - (c) **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.
  - (d) **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 Design Review Committee (DRC). In evaluating 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 DRC is directed to consider appropriate aesthetic effects of the surrounding area.
- (3) **Directional Signs.**
- (a) **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.
  - (b) **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.
- (4) **Legacy Signs.** The legacy sign designation is intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic 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.
- (a) **Designation Criteria.** Prior to any sign being designated as a Legacy Sign, the Design Review Committee and the City Council shall find the Legacy Sign satisfies one or more of the following criteria:
    - (i) Is associated with events that have made a significant contribution to the broad patterns of Wisconsin Dells' or the State of Wisconsin's history or cultural heritage.
    - (ii) Is associated with the lives of persons important in the past.
    - (iii) Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of an important creative individual, or possesses high artistic values.
    - (iv) Has yielded, or may be likely to yield, information important in history.
    - (v) The sign exemplifies the cultural, economic and historic heritage of Wisconsin Dells.

- (vi) The sign exhibits extraordinary aesthetic quality, creativity and innovation.
  - (vii) Is associated with events that have made a significant contribution to the broad patterns of Wisconsin Dells' or the State of Wisconsin's history or cultural heritage.
- (b) **Application for Designation.** Applications for designation may be submitted by any member of the public or the sign owner and supported by a Legacy Sign Treatment Plan (see subsection (c)). If an application for designation is submitted by a member of the public, written consent from the sign owner is required in order to continue processing the application for designation. Such application shall be made in writing, in a form deemed appropriate by the Zoning Administrator. The application shall include the owner's consent to the designation and agreement to abide by the requirements of this sign ordinance through the execution of a covenant. The Zoning Administrator may require the owner to submit information regarding the significance of the potential Legacy Sign including, but not limited, to photographs, plans, deeds, and any other materials that may provide information regarding the potential Legacy Sign designation. An application fee may be required if so specified in the Fee Resolution (Code Sec. 2.05).
- (c) **Legacy Sign Treatment Plan.** The application for designation as a Legacy Sign shall include a Legacy Sign Treatment Plan. The Legacy Sign Treatment Plan will include the following (but is not limited to):
- (i) Description of the Legacy Sign, including current address, original address (if different), date of original construction and installation, sign type, original materials, text, type of illumination (if known), and a list of character-defining features.
  - (ii) Historic documentation, including approved permits, site plans, elevations, and dated photographs, as available.
  - (iii) Current photos of the Legacy Sign, including views of all visible elevations as well as contextual images of the property as a whole.
  - (iv) Provide a list of materials and/or parts to be replaced, and recurring maintenance items.
  - (v) Narrative statement of significance against designation criteria in Code Sec. 22.09(a).
  - (vi) Where an applicant produces physical evidence or documentation sufficient to prove that a proposed Legacy Sign included intermittent lighting features (e.g. flashing, blinking, chasing or sequentially lit elements which create the appearance of movement) or moving parts, such sign elements may be repaired or restored conditioned upon a determination by the City that no negative safety issues will result.
  - (vii) If a new sign, include a dimensioned site plan with the existing and proposed land use and site improvements, existing and proposed location and setbacks for the proposed Legacy Sign and any other existing or proposed signs on the premises. Also provide photo simulations of the completed sign as viewed from the street and other significant vantage points, as appropriate.

- (d) **Designation Process.** Applications for approval of Legacy Signs shall be reviewed by the Design Review Committee (DRC). The DRC shall determine whether the sign meets one or more of the criteria for approval as a Legacy Sign and, based on this determination, shall recommend to the City Council that the application be approved or denied. The DRC shall adopt a resolution stating its recommendation, focusing on the criteria set forth in Code Sec. 22.09(a), and incorporating its reasons in support or denial of the application. Following the DRC's consideration of the application, the City Council shall hold a public hearing to consider the application. The applicant shall be provided with at least fifteen (15) business days notice of the hearing date. Following the public hearing, the City Council shall adopt a resolution to approve or deny the application based on the criteria specified in Code Sec. 22.09(a). A condition of approval may be added to any variance application for a property with a potential legacy sign requiring the property owner to designate and/or restore the potential legacy sign.
- (e) **Covenant by Recorded.** If the application is approved by the City Council, the City shall record a signed covenant in the office of the County Recorder at the Legacy Sign owner's expense. The covenant, which shall run with the land and be binding on successors and assigns, shall specify which elements of the Designated Legacy Sign are to be protected; and state that any alteration or removal of these elements shall be done in accordance with Code Sec. 22.09(a). This covenant shall serve as notice of the approval as a Designated Legacy Sign, and shall not be removed from the property without the consent of the City Council.
- (f) **Design Standards.** Legacy signs shall comply with the following requirements (as applicable):
- (i) Restoration and or repair of an intact or nearly intact Legacy Sign shall be consistent with a documented appearance at the time of approved legacy sign designation.
  - (ii) Restoration and or repair shall not add typographical or other elements which result in an increase in the size of the restored and or repaired sign.
  - (iii) Text changes shall not result in changes to character defining features.
  - (iv) Text changes shall match or be compatible with existing text in material(s), letter size, font/typography, and color.
  - (v) The sign shall use materials and technology representative of its period of construction.
  - (vi) The sign shall be structurally safe or can be made safe without substantially altering its documented appearance at the time of approved legacy sign designation.
  - (vii) Relocation of a Legacy sign off site is discouraged unless it is technologically impractical or otherwise infeasible to maintain the Legacy Sign in the original location. The burden of proof is upon the applicant and shall be to the satisfaction of the Design Review Committee (DRC). Relocation of a Legacy Sign shall be to a location within the original premises, or to a location deemed appropriate by the DRC.

(viii) A replica Legacy Sign may only be installed on the premises where it originally existed. The replica sign shall be consistent in look, materials and technologies as the documented appearance at the time of approved legacy sign designation.

- (g) **Maintenance.** The owner, lessees, and any other responsible persons shall take all steps necessary to maintain the Legacy Sign in good condition and to prevent any deterioration or decay that would adversely affect the value or integrity of the Legacy Sign. The Design Review Committee may require annual maintenance inspections of the sign by the building inspector. Failure to maintain the Legacy Sign in accordance with this Section is a violation of the Wisconsin Dells Municipal Code and is subject to loss of legacy sign designation and may be subject to prosecution.
- (5) **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 Multiple-tenant Sign identifying their businesses on a single sign structure. A shopping center frontage shall not have both an independent shopping center identification sign and an independent multi-tenant sign; however, a multi-tenant sign may be incorporated into a shopping center identification sign (see Code Sec. 22.09(11)).
- (a) **Application.** An application for a Multiple-tenant Sign accommodation shall be submitted to the City Engineer and in addition to the information provided pursuant to Code sec. 22.03, shall be accompanied by a proposed Multiple-tenant Sign plan identifying the businesses to be advertised and shall be accompanied by a proposed 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 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.
- (b) **Process.** The Design Review Committee shall conduct a public hearing on the proposed 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. The Design Review Committee shall make a recommendation to the Common Council who shall then approve or reject the proposed Multiple-tenant Sign.
- (c) **Standard of Review.** The Design Review Committee and the Common Council shall review the application for a Multiple-tenant Sign permit in order to determine whether or not the proposed 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 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 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.

- (d) **Change of Ownership.** In the event of a sale of a business included in a Multiple-tenant Sign, the Unified Sign Plan shall be changed to include the new owner who shall file an addendum to the Multiple-tenant Sign Plan agreeing to be bound by all of the terms and conditions required by the city in approving the Multiple-tenant Plan accommodation.
- (6) **Monument Signs.**
- (a) **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 three (3) feet above exit discharged grade for at least one-half of the required exit discharges.
- (b) **Area Limitations.** Monument signs shall not exceed three hundred (300) square feet of area per face, or as defined in Section 22.10, whichever is stricter.
- (7) **Pole Signs.**
- (a) **Height Limitations.** Pole signs shall not exceed forty-five (45) feet in height, or as restricted in Section 22.10, 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.
- (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) No pole sign shall be placed upon a tree bank.
- (8) **Portable Signs.**
- (a) **Location.** The sign shall be located within ten (10) feet of the business entrance, but shall not be placed in a location where the paved area for passage is reduced to less than six (6) feet or within fifteen (15) feet of an intersection, driveway, stairwell or crosswalk.
- (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.
- (9) **Projecting Signs.**
- (a) **Area Limitations.** Projecting signs shall not exceed three hundred (300) square feet on each side, or as defined in Code Sec. 22.10, whichever is stricter.
- (b) **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 into the public way.

- (c) **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 Code Sec. 22.10, whichever is stricter.
  - (d) **Content.** Projecting signs shall promote or relate only to on- premises goods, services or activities.
  - (e) **Placement.** Projecting signs shall be a minimum of forty (40) feet apart; except that each building or business may have a projecting sign.
  - (f) **Declaration of Policy.** The erection of a projecting sign 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 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.
- (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) **Shopping Center Identification Signs.** A shopping center is defined as a continuous area of land under single ownership or operated under a single direction, developed for retail purposes, and typically has at least one major tenant. This sign identifies a shopping center and major or anchor tenant only.
- (a) **Maximum Number.** One freestanding, monument or wall sign identifying the shopping center per shopping center frontage, in lieu of an independent multi-tenant sign (see Code Sec. 22.09(5)).
  - (b) **Maximum Area.** A total of 300 sq.ft. per shopping center frontage, or as defined in Code Sec. 22.10, whichever is stricter.
- (12) **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.
- (13) **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 signs.
- (14) **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](#)).
- (15) **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.
  - (vi) The brightness level of all messages must be uniform.
  - (vii) Intervals between messages must be black.
  - (viii) Flashing, intermittent or moving light or lights are prohibited, except those giving public service information, such as time, date, temperature, weather or similar information.
  - (ix) 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.
  - (x) The maximum sign area shall be 300 square feet per facing.
  - (xi) The display area shall not exceed 50% of the total area of the sign.
- (b) **Conditional Permit.** 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 22.10 Specific Sign Requirements, per Zoning District

All signs shall comply with the standards of the applicable zoning district, in compliance with the provisions outlined within this section. See Code sec. 22.09 for general sign requirements.

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

(a) **Permitted Signs.** The following signs or other advertising structures are permitted:

- (i) 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;
- (ii) Temporary Signs, excluding Code sec. 22.05(13-17);
- (iii) 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; and,
- (iv) 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) *R-2 Residential (single family & duplex), R-3 Residential (mixed), and R-9 Mobile Home Park Zoning Districts.*

(a) **Permitted Signs.** The following signs or other advertising structures are permitted:

- (i) 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;
- (ii) Temporary Signs, excluding Code sec. 22.05(13-17); 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; and,
- (iii) 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.

(b) **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.

- (3) **R-5 Residential (multi-family) District.**
- (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; Shopping Center Identification Signs; Temporary signs; Wall signs; Wind signs; and, Window Signs.
- (4) **C-2 Downtown Commercial Zoning District.**
- (a) **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.
- (b) **Permitted Signs.** The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Projecting and Blade signs; Shopping Center Identification Signs (excluding pole type); Temporary signs; Wall signs; and, Window Signs. See Code sec. 22.10(5)(c), Code sec. 22.10(5)(d), and Table (E) for restrictions on these permitted signs.
- (c) **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.
- (i) 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.
- (d) **Downtown Design Standards.** All signs shall adhere to the Downtown Design Standards pursuant Code sec. 22.01(2)(d) and Chapter 19.
- (e)
- (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; Shopping Center Identification Signs; Temporary signs; Wall signs; Wind signs; and, Window Signs.
- (b) **Pole Sign.**
- (i) **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 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.

**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 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 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 marquee).	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 including 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 required)	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.	
Shopping Center Identification Sign	A sign identifying a shopping center and major or anchor tenant only	Excluded	1 per shopping center frontage	144 sq.ft.	n.a.

(ii) **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.

(iii) **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.

(c) **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.

(ii) **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.

(iii) **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.

(6) **I-1 Industrial District.**

(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) **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.

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

## Section 22.11 Sign Illumination

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.

- (1) **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.
- (2) **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 or surrounding properties. 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.
- (3) **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.
- (4) **Compatibility.** Signs shall not have lights that rotate or have pulsating flashing or strobe 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 22.12 Abandoned Signs

- (1) **Definition.** The following constitutes an abandoned sign, and shall result in the remediation process described in Code Sec. 22.12(2):
  - (a) a sign that was lawfully erected on the property in conjunction with a particular use that has subsequently discontinued for a period of thirty (30) days or more;
  - (b) a sign face that remains blank (i.e. void of advertising matter) for a period of twelve (12) consecutive months. Signs displaying an "available for lease" message, or similar message which does not identify a particular product, service or facility, are considered to be blank signs; or,
  - (c) a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.
- (2) **Remediation Process.** 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.

### Section 22.13 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.
  - (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 the Chapter regarding maintenance and repair, abandonment, dangerous or defective.
  - (e) When a sign face remains blank (i.e. void of advertising matter) for a period of twelve (12) consecutive months. Signs displaying an "available for lease" message, or similar message which does not identify a particular product, service or facility, are considered to be blank signs.
  - (f) If located on property that is sold, with the full ownership of the property being transferred, the nonconforming sign and/or projecting structure 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.
- (3) **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.
- (4) **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 22.14 Unlawful Signs.**

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. 22.15. An owner shall be entitled to only one warning.

### **Section 22.15 Penalties**

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 22.16 Severability**

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.