

PROCEEDINGS
OF THE
BOARD OF SUPERVISORS
Columbia County, Wisconsin

Portage, Wisconsin
July 16, 2008
7:02 P.M.

The Board of Supervisors of Columbia County convened in annual session at the Carl C. Frederick Administration Building in Portage pursuant to law. The meeting was called to order by Chair Wopat and was certified to be in compliance with the Wisconsin Open Meetings Law.

All Supervisors were present, except Nelson, absent.

Members stood and recited the Pledge of Allegiance.

A motion was made by Boockmeier, second by Baebler to approve the Journal of June 18, 2008. Motion carried.

A motion to approve the agenda, as printed, was made by DeYoung, second by Salzwedel. Motion carried.

Chair Wopat indicated this would be the last reminder regarding the Wisconsin Counties Association Conference being held October 12-14 at the Kalahari Resort in Wisconsin Dells. Anyone interested in attending should contact the County Clerk by July 17th.

A letter was received from the City of Columbus expressing citizen's gratitude for aid and assistance provided by the Columbia County Dive and Rescue Team.

Chair Wopat indicated that a Departmental Gas Usage and Costs 2007 & 2008 Price Comparison was placed on supervisor's desks. The Finance Committee is requesting that each committee include this as an agenda item for upcoming committee meetings. She explained with the state imposed levy limit and budget preparations we need to look at ways to conserve and reduce use of fuel.

Harvey Riou of FEMA gave a brief summary on disaster assistance. He indicated that the last day for filing a claim would be August 13, 2008. To file a claim, citizens can either call 1-800-621-FEMA (3362) or apply online at www.fema.gov.

Pat Beghin, Emergency Management Director, reported on the Wisconsin River Debris Cleanup Project. He explained with the breach of Lake Delton on June 9th that debris needs to be removed from at least 90 separate sites stretching along 23 miles of the Wisconsin River. FEMA will cover 90 percent of the cost of debris removal until water has receded with the State paying 5 percent and Sauk and Columbia counties sharing in the remaining 5 percent. However, once the water has receded, FEMA will only pay 75 percent of the cost, leaving 12.5 percent to State and 12.5 percent to local government. The Department of Natural Resources (DNR) has agreed to serve as applicant for Sauk and Columbia counties to expedite the process. They also proposed that the local government portion of costs be shared between the DNR, Sauk and Columbia counties.

The Board is not scheduled to meet in August; however, Chair Wopat gave notice to the Board that an emergency meeting could be scheduled in August to review/approve expenditures for debris cleanup if the amount exceeds \$10,000.

Chair Wopat signed a letter yesterday (July 15, 2008) removing the State of Emergency Declaration for Columbia County.

Trish O'Neil and Keith Ripp, both of whom are candidates for the 47th District to the Wisconsin State Assembly, introduced themselves to the County Board of Supervisors.

The following appointments were announced:

- (1) Local Library Board: Mary Lou Sharpee to be appointed for a 3 year term to expire April, 2011. Motion by O'Neil, second by Martin, the appointment was approved.
- (2) Tourism Committee: Ron Abegglen, Jeannie Doyle, Nancy Elsing, Carmen Griffith, Jeff Grothman, Marianne Hanson, Ken Jahn, Charles James, Sharon McCormick, Andrew Nussbaum, Bob O'Brion, Mary Rosin, Andy Ross, Doug Steele, Donna Tabbutt and the addition of Barry Pufahl to be appointed for 2 year terms to expire March, 2010. Motion by Hamele, second by Wingers, the appointments were approved.

REPORT OF THE PLANNING AND ZONING COMMITTEE

The Planning and Zoning committee having held a public hearing thereon pursuant to Section 59.69 Wisconsin Statutes, notice thereof have been given as provided by law and being duly advised of the wishes of the people in the areas affected hereby recommend as follows:

1. A petition by Wieser Real Estate Partners, Portage, WI Petitioner and Owner, to rezone from Highway Interchange and Single Family Residence to Industrial and Agricultural, Parcel 919, Section 36, T12N, R8E in the Town of Lewiston on the 8th day of May, 2008 be approved as follows: To change from Highway Interchange and Single Family Residence to Industrial and Agricultural, Parcel 919, Section 36, T12N, R8E, Town of Lewiston.
2. A petition by Thomas Benoy, Dane, WI, Petitioner and Owner, to rezone from Agricultural to Single Family Residence, Parcel 970.B1, Section 4, T12N, R8E, Town of Lewiston on the 8th day of May, 2008 be approved as follows: To change from Agricultural to Single Family Residence, Parcel 970.B1, Section 4, T12N, R8E, Town of Lewiston.

Douglas Richmond
 John H. Healy
 Philip Baebler
 Fred C. Teitgen
 Harlan Baumgartner
 PLANNING AND ZONING COMMITTEE

Upon hearing no objection, Chair Wopat directed the report be accepted and placed on file.

RESOLUTION NO. 18-08

WHEREAS, the right of American citizens to vote is ensured by the United States and Wisconsin Constitutions, and registering empowers us to vote on Election Day, upholding the basis of democracy with one voice, one vote; and

WHEREAS, the Help America Vote Act of 2002 (HAVA) requires that all eligible voters register prior to voting, and while most Columbia County citizens are currently registered to vote, an additional 11,800 Columbia County citizens are eligible to vote but have not yet registered; and

WHEREAS, if registered voters move or have a name change, a new application must be completed, but if already registered and there have been no changes to voter information, no further registration is required; and

WHEREAS, because of the large number of expected voters at the November 4, 2008 election, with people casting their votes for President, members of Congress, State Legislators, and County Officials, registration lines at the polls could be long, but if voters are registered by October 15th, their name will appear on the poll list, making the voter process faster and more efficient;

NOW, THEREFORE, BE IT RESOLVED, that the Columbia County Board of Supervisors hereby recognizes September as "Voter Registration Month in Columbia County", and urges all eligible Columbia County citizens to register to vote with their municipal clerk during that time, and then exercise their right to vote at the November 4th, 2008 General Election.

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to all municipal clerks in Columbia County urging them to achieve the registration of as many qualified citizens as possible prior to the forthcoming election.

Fiscal Note: NONE
 Fiscal Impact: NONE

Timothy J. O'Neil
 Harlan Baumgartner
 Richard C. Boockmeier, Secretary
 Robert R. Westby, Vice Chair
 Debra L.H. Wopat, Chair
 EXECUTIVE COMMITTEE

Motion was made to adopt the Resolution by Boockmeier, second by O'Neil. The Resolution was adopted.

RESOLUTION NO. 19-08

WHEREAS, the current Presidential Disaster Declaration for the June 7, 2008, flooding and storms covers Columbia County; and,

WHEREAS, those storms have resulted in damage to county government infrastructure in Columbia County of over two (2) million dollars; and,

WHEREAS, the storms resulted in over four (4) million dollars of damage to residences and over fifteen (15) million dollars in losses to farms in Columbia County; and,

WHEREAS, over 1,100 households have filed for assistance with FEMA; and,

WHEREAS, FEMA assistance will not cover the majority of loss to the households; and,

WHEREAS, Community Development Block Grant ("CDBG") Funds allocated to the state will not meet the needs of the citizens or units of government; and,

WHEREAS, Columbia County will have a significant fiscal impact in Fiscal Year 2008 if the CDBG Funds are not substantially increased; and,

WHEREAS, all counties in the State of Wisconsin suffering damage by the disaster will be adversely affected by the shortfall of CDBG Funds.

NOW, THEREFORE, BE IT RESOLVED, that the Columbia County Board of Supervisors respectfully requests increased emergency funds be made available in the CDBG Program for counties impacted by the disaster.

BE IT FURTHER RESOLVED, that the County Clerk shall forward a copy of this resolution to the Governor of the State of Wisconsin, the United States Senators and Representatives representing Wisconsin.

Fiscal Note: NONE

Fiscal Impact: NONE

Timothy J. O'Neil
Harlan Baumgartner
Richard C. Boockmeier
Robert R. Westby
Debra L. H. Wopat
EXECUTIVE COMMITTEE

Motion was made to adopt the Resolution by Westby, second by O'Neil. The Resolution was adopted.

RESOLUTION NO. 20-08

WHEREAS, Federal monies are available under the Wisconsin Small Cities Community Development Block Grant-Emergency Assistance program, administered by the State of Wisconsin, Department of Commerce, Bureau of Community Finance, for the purpose of disaster recovery; and

WHEREAS, pending public hearing and due consideration, the Columbia County Revolving Loan Fund/Housing Committee has recommended that an application be submitted to the State of Wisconsin for the following projects:

- Housing Repair
- County Roadway Repair and Reconstruction

WHEREAS, it is necessary for the Columbia County Board of Supervisors to approve the preparation and filing of an application in order for Columbia County to receive funds from this program; and

WHEREAS, the Columbia County Board of Supervisors has reviewed the need for the proposed projects and the benefits to be gained therefrom;

NOW, THEREFORE, BE IT RESOLVED, that the Columbia County Board of Supervisors does APPROVE and authorize the Columbia County Revolving Loan Fund/Housing Committee to prepare and file an emergency application for funds under this program in accordance with this resolution; and

BE IT FURTHER RESOLVED, that the Columbia County Board Chair is hereby authorized to sign all necessary documents on behalf of Columbia County.

Debra Wopat
Mark A. Witt
Robert L. Hamele
Robert R. Westby
John H. Tramburg
REVOLVING LOAN FUND/HOUSING COMMITTEE

Resolution was placed on supervisor's desk.

Motion was made to adopt the Resolution by Tramburg, second by O'Neil. The Resolution was adopted.

ORDINANCE NO. Z362-08

The Columbia County Board of Supervisors do ordain as follows: That Title 16 – Chapter 1, entitled "Zoning", of the County Code, as passed by the Board of Supervisors on February 16, 1972 is hereby amended and added thereto as follows:

- 1) To change from "Highway Interchange and Single Family Residence to Industrial and Agricultural" property (Wieser Real Estate Partners) property located in part of NE ¼ of the NW¼, Section 36, T12N, R8E, Town of Lewiston more particularly described as follows: Land To Be Rezoned From Highway Interchange and Single Family Residence to Agricultural: Commencing at the north quarter corner of said Section 36; thence South 89°28'54" West along the north line of the Northwest Quarter of said Section 36, 465.48 feet to a point in the westerly right-of-way line of State Trunk Highway 127 and the point of beginning; thence Southeasterly along a 13,089.00 foot radius curve to the left in the westerly right-of-way line of State Trunk Highway 127 having a central angle of 00°08'08" and whose long chord bears South 25°35'32" East, 30.96 feet; thence South 25°39'36" East along the westerly right-of-way line of State Trunk Highway 127, 357.03 feet; thence Southeasterly along a 3,240.64 foot radius curve to the right in the westerly right-of-way line of State Trunk Highway 127 having a central angle of 02°28'24" and whose long chord bears South 24°25'24" East, 139.88 feet; thence South 23°11'12" East along the westerly right-of-way line of State Trunk Highway 127, 197.27 feet; thence South 89°27'01" West, 1,160.45 feet to a point in the west line of the Northeast Quarter of the Northwest Quarter of said Section 36; thence North 00°01'35" East along the west line of the Northeast Quarter of the Northwest Quarter of said Section 36, also being the east line of Lots 1 and 2, Certified Survey Map, No. 4258, 661.83 feet to the northwest corner of the Northeast Quarter of the Northwest Quarter of said Section 36; thence North 89°28'54" East along the north line of the Northwest Quarter of said Section 36, 856.64 feet to the point of beginning. Containing 669,770 square feet (15.38 acres) more or less.
Land To Be Rezoned From Highway Interchange & Single Family Residential to Industrial: Commencing at the north quarter corner of said Section 36; thence South 00°02'52" West along the north – south quarter line of said Section 36, 1,038.78 feet to a point on the westerly right-of-way line of State Trunk Highway 127 and the point of beginning; thence continuing South 00°02'52" West the north – south quarter line of Section 36, 283.42 feet to the southeast corner of the Northeast Quarter of the Northwest Quarter of said Section 36 and the northeast corner of Lot 4, Portage Industrial Park plat; thence South 89°25'08" West along the south line of the Northeast Quarter of the Northwest Quarter of said Section 36 and the north line of Portage Industrial Park plat and the north right-of-way line of Smith Road, 1,321.64 feet to the southwest corner of the Northeast Quarter of the Northwest Quarter of said Section 36; thence North 00°01'35" East along the west line of the Northeast Quarter of the Northwest Quarter of said Section 36, also being the east line of Lots 2 and 3, Certified Survey Map, No. 4258, 661.83 feet; thence North 89°27'01" East, 1,160.45 feet to a point on the westerly right-of-way line of State Trunk Highway 127; thence South 23°11'12" East along the westerly right-of-way line of State Trunk Highway 127, 409.18 feet to the point of beginning. Containing 843,765 square feet (19.37 acres) more or less.

This rezoning shall become effective upon the recording of the two lot Certified Survey Map that will describe the two districts, and a plan, approved by the Town of Lewiston and the County, that will screen outdoor storage.

- 2) "To change from Agricultural to Single Family Residence", (Thomas Benoy) parcel of land located in Section 4, T12N, R8E, Town of Lewiston more particularly described as follows: Land to be Rezoned from Agricultural to Single Family Residence - Beginning at the most northwesterly corner of Lot 1, Certified Survey Map, No. 2006; thence South 81°46'59" East along the north line of said Lot 1 and the center line of County Trunk Highway O, 102.13 feet; thence South 03°31'03" East, 383.74 feet; thence South 86°28'57" West, 100.00 feet; thence North 03°31'03" West along the westerly line of said Lot 1 and the southerly extension thereof, 404.51 feet to the point of beginning. Containing 39,412 square feet, (0.9 acres), more or less. And being subject to County Trunk Highway O right-of-way along the northerly 33 feet thereof. This rezoning shall become effective upon the Planning & Zoning Department receiving a copy of the recorded Certified Survey Map combining the two parts of the existing tax parcel into one lot of record.

Debra Wopat, Chair
COLUMBIA COUNTY
BOARD OF SUPERVISORS
Susan M. Moll
COLUMBIA COUNTY CLERK

DATE PASSED: July 16, 2008
DATE PUBLISHED: July 23, 2008

First reading of Ordinance.

Motion by Baumgartner, second by Richmond, to suspend the rules and have the second reading of the Ordinance by title only.

The motion carried.

Second reading of Ordinance.

Motion by Richmond, second by O'Neil, to suspend the rules and have the third reading of the Ordinance by title only.

The motion carried.

Third reading of Ordinance.

Motion made by Healy, second by Baebler, to adopt. Motion carried. The Ordinance was declared passed and is to be known as Ordinance Z362-08.

Tramburg made a motion to suspend the rules and reconsider Title 16, Chapter 1, Zoning to amend Sections 16-1-9 Commercial District and 16-1-19 Highway Setback Lines and create Section 16-1-13A Sign Regulations. Motion was seconded by Pufahl.

Chair Wopat clarified that a motion for reconsideration required a two-thirds vote of the entire Board.

AYES: 22; NOES: 7; ABSENT: 1

AYES: Curtis, DeYoung, Ford, Healy, Hutler, Jenkins, Martin, Mielke, O'Neil, Pufahl, Richmond, Ross, Sanderson, Teitgen, Tramburg, Westby, Wingers, Wopat, Andler, Baebler, Baumgartner and Boockmeier.

NOES: Gove, Hamele, Landers, Lane, Salzwedel, Stevenson and Cupery.

ABSENT: Nelson.

ORDINANCE NO. _____

Section 16-1-9 (a)(1) af. is amended as follows:

af. Signs, billboards, sign painting shop

Section 16-1-19 (b) is amended as follows:

- (3) Structures Prohibited Within Setback Lines. No new building, new sign or other new structure or part thereof shall be placed between the setback lines established by this Ordinance and the highway except as otherwise provided by this Ordinance. ~~and no building, sign or structure or part thereof existing within such setback lines on the effective date of this Ordinance shall be altered or enlarged in any way that increases or prolongs the permanency thereof, or be reconstructed in its original existing location after having been destroyed by fire, storm or other catastrophe to the extent of sixty percent (60%) or more of its current market value as determined by the local assessor, unless such alteration, enlargement or reconstruction shall have been ordered by the Board of Adjustment, after public hearing and a view of the premises.~~

Section 16-1-13A Sign Regulations -create as follows:

A. FINDINGS AND PURPOSE

1. FINDINGS OF FACT

a. The Board of Supervisors hereby finds as follows:

- 1) Exterior signs have a substantial impact on the character and quality of the environment.
- 2) Signs provide an important medium through which individuals may convey a variety of messages.
- 3) Signs can create safety hazards that threaten the public health, safety or welfare. Such a safety threat is particularly great for signs that are structurally inadequate, or that may confuse or distract drivers or pedestrians, or that may interfere with official directional or warning signs.
- 4) Signs can also threaten the public welfare by creating aesthetic concerns and detriments to property values. Such aesthetic concerns and detriments to property values are particularly great when an accumulation of signs results in visual clutter, or when one or more signs spoil vistas or views, or when one or more signs add or increase commercialism in noncommercial areas.
- 5) The ability to erect signs serving certain functions, such as an address sign or a sign announcing that the property on which it sits is for sale or for lease, is an integral part of nearly every property owner's ability to realize the fundamental attributes of property ownership. The same cannot be said for signs serving other functions, such as billboards erected so as to be visible from public rights-of-way. Such signs are primarily designed to take advantage of an audience drawn to that location by the public's substantial investment in rights-of-way and other public property.
- 6) Signs serving certain other functions, such as small signs that serve a purely directional function, are necessary to enable visitors or residents to efficiently reach their intended destinations. Experience teaches that citizens often plan as if such signs will be present in those settings, so in the absence of such signs, frustration and disorientation will result, and time and fuel will be wasted.
- 7) Only static signs (which change, if at all, only on rare occasions when they are repainted or covered with a new picture) constitute a customary use of signage in the County. The only non-static signs that constitute a customary use of signage in the County are components of on-premise signs for which frequent changes are necessary for the purpose of updating numerical hour-and-minute, date, temperature, or periodic price information. Such signs are unique because their accuracy depends upon their ability to frequently change, and because in their customary use such signs are less apt to distract drivers or pedestrians to a dangerous degree than other types of non-static signs.

- 8) No signs that exceed the size or spacing limitations of this section constitute a customary use of signage in the County.
- 9) The County's land-use regulations have included the regulation of signs in an effort to foster adequate information and means of expression and to promote the economic viability of the community, while protecting the County and its citizens from a proliferation of signs of a type, size, location and character that would adversely impact upon the aesthetics of the community or threaten health, safety or the welfare of the community. The appropriate regulation of the physical characteristics of signs in the County and other communities has had a positive impact on the safety and the appearance of the community.

2. Purpose

- a. The purpose of this section is to:
 - 1) Regulate signage in a manner that does not create an impermissible conflict with statutory, administrative, or constitutional standards, or impose an undue financial burden on the County.
 - 2) Provide for fair and consistent enforcement of the sign regulations set forth herein under the zoning authority of the County.
 - 3) Improve the visual appearance of the County while providing for effective means of communication and orientation, particularly in those settings in which the need for such communication or orientation is greater, consistent with constitutional guarantees and the County's Findings and other Purposes. Maintain, enhance and improve the aesthetic environment of the County, including its scenic views and rural character consistent with the Columbia County Comprehensive Plan and the purpose of each zoning district, by preventing visual clutter that is harmful to the appearance of the community, protecting vistas and other scenic views from spoliation, and preventing or reducing commercialism in noncommercial areas.
 - 4) Regulate the number, location, size, type, illumination and other physical characteristics of signs within the County in order to promote the public health, safety and welfare.

3. Effective Date

- a. This subsection shall be effective on _____

B. General Provisions

1. Applicability

- a. The following regulations and standards are applicable to all signs in all zoning districts, including permanent, temporary, on-premise and off-premise signs, unless otherwise provided by this section.
- b. The regulations and standards in the Section may not be the only restrictions applicable to signs. Depending upon the location of a sign there may be State of Wisconsin and town regulations that are also applicable to existing and proposed signs.

2. Substitution Clause & Sign Content

- a. Subject to the landowner's consent, noncommercial speech of any type may be substituted for any duly permitted or allowed commercial speech; provided, that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. This provision prevails over any provision to the contrary in this ordinance. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a lot or parcel, nor does it affect the requirement that a sign structure or mounting device be properly permitted.
- b. All noncommercial speech is considered on-premise signage and is entitled to the privileges that on-premise signs receive under this section.
- c. No commercial speech is allowed on a sign, other than a message drawing attention to a business or service legally offered on the premises, except as allowed in Sections D.3 and D.5.

3. Signs In The Public Right-Of-Way

- a. ~~Except as provided in applicable state, county and town regulations, no sign shall be placed within any road, right-of-way, public easement or upon public property. No sign or its structural components shall be erected or temporarily placed within any road, highway, right of way, public easement or upon any public property, except for the following, which may be placed without a permit:~~
 - 1) ~~Public signs erected by or on behalf of a government body for the purpose of carrying out an official duty or responsibility, including but not limited to posting legal notices, identifying property, or to direct or regulate pedestrian or vehicular movements or pertaining to traffic control or safety.~~
- b. Unauthorized signs erected or temporarily placed within any road, highway, right-of-way, public easement or upon any public property may be removed by the County or town in which the sign is located at the sign owner's expense.

4. Signs Exempt From Regulation

- a. The following signs shall be exempt from regulation under this section:
 - 1) Governmental signs erected by or on behalf of a government body for the purpose of carrying out an official activity or responsibility, including but not limited to posting legal notices, identifying public property, and indicating public use.
 - 2) Signs that are traffic control devices and are permitted or allowed by the Wisconsin Manual on Uniform Traffic Control Devices published by the Wisconsin Department of Transportation.
 - 3) Signs located within the interior of buildings are not visible to the outside of the building.
 - 4) Freestanding signs located in a farm field which sign identifies the crop in the field provided no such sign exceeds 8 square feet and is not more than 6 feet in height from the ground elevation where it is placed.
 - 5) Private property protection signs such as but not limited to: no trespassing, warning, no hunting, blasting area, etc., provided no such sign is more than 2 square feet in size.
 - 6) Up to 3 flags containing only noncommercial speech and less than 50 square feet per flag in area. If displayed on a flagpole, the flagpole may not be more than 30 feet in height.
 - 7) Incidental signs.

- 8) Temporary freestanding signs, containing no commercial speech, 2 square feet or less in size in farm fields.
- 9) Temporary freestanding signs, containing no commercial speech, 36 square inches or less in size in any lawn.

5. Suspension of Certain Size, Shape, Placement and Content Restrictions During an Election Campaign Period

- a. Subject only to the exceptions in paragraph e. below, during an election campaign period, signs containing noncommercial speech may be placed upon residential property notwithstanding any other restriction in this section of the size, shape, placement or content of any sign.
- b. For purposes of this subsection, "election campaign period" means:
 - 1) In the case of an election for office, the period beginning on the first day for circulation of nomination papers by candidates, or the first day on which candidates would circulate nomination papers were papers to be required, and ending on the day of the election.
 - 2) In the case of a referendum, the period beginning on the day on which the question to be voted upon is submitted to the electorate and ending on the day on which the referendum is held.
- c. If the owner of the property has rented some or all of the property to another, the renter may exercise the right in any area of the property that he or she occupies exclusively, and the owner of residential property may exercise the right in any portion of the property not occupied exclusively by a renter.
- d. If another part of this section, including the substitution clause provisions of Section B.2., creates a right to erect or display a particular type of sign, this subsection does not in any way limit the exercise of that right, whether or not the sign is erected or displayed during an election campaign period.
- e. Exceptions
 - 1) No owner or renter may place a sign that is contrary to a size, shape, or placement regulation of this section if:
 - a) Such regulation is necessary to ensure traffic or pedestrian safety, or
 - b) The sign has an electrical, mechanical or audio auxiliary.
 - 2) This section shall not affect the County's authority to enforce any regulation against a sign that is prohibited from being erected or displayed under Wisconsin Statutes 13.02, 12.04, or 84.30

6. Prohibited Signs

- a. All signs, other than those permitted herein, shall be prohibited, including but not limited to:
 - 1) Signs that fail to satisfy one or more of the applicable regulations set forth in Sections B. and O.
 - 2) Beacons, except those associated with emergencies and aircraft facilities.
 - 3) Bench signs.
 - 4) Bus shelter signs.
 - 5) Flying signs, such as blimps or kites, designed to be kept aloft by mechanical, wind, chemical or hot air means that are attached to the property, ground or other permanent structure.
 - 6) Inflatable signs that are attached to the property, ground or other permanent structure, including but not limited to balloons.
 - 7) Signs and components and elements of faces of signs that move, shimmer, or contain reflective devices, except for signs permitted in Section D.3.
 - 8) Signs which emit any odor, noise or visible matter other than light.
 - 9) Signs painted directly on a building, fence, tree, stone or similar object. Except those on windows or buildings as allowed in Sections O. and D.2.e.
 - 10) Off-premise signs, except as allowed in Sections D.3 and D.5.

- 11) Pennants.
- 12) Pornographic signs.
- 13) Portable signs.
- 14) Projecting signs.
- 15) Roof signs.
- 16) Signs on utility poles.
- 17) Advertising message or sign affixed to any transmission facility.
- 18) A vehicle used as a sign or as the base for a sign where the primary purpose of the vehicle in that location is its use as a sign.

C. Standards

1. Placement Standards

- a. Signs shall not be placed on any property without the property owner's written approval.
- b. Building signs shall be placed below the roof line.
- c. No person shall place a sign which will obstruct or interfere with a driver's or pedestrian's ability to see a road, highway, traffic sign, signal, railway crossing, crossroad or crosswalk. No sign or its structural components shall be erected or temporarily placed within the vision triangle of a road or highway.
- d. Double faced signs shall be placed back-to-back (parallel). ~~with not more than 18 inches between facings.~~

2. Dimensional Standards

- a. Every portion of any sign and its structural components and mounting devices must meet the specified setbacks.
- b. Freestanding signs shall be set back at least 10 feet from any right-of-way.
- c. Freestanding signs shall be set back at least 20 feet from all side and rear yard lot lines.
- d. Signs over 100 square feet shall be at least 500 feet from any preexisting residence or residential district.
- e. Freestanding sign(s) shall be separated from other structures by a minimum of 10 feet, measured from edge of roof overhang to the closest part of the sign.
- f. The maximum height of any freestanding sign shall be 20 feet above the average elevation at the site of the sign, except on premises which are within 3,500 feet from the center point of a highway interchange which provides access to and from Interstate Highways 39, 90, or 94 where there can be one sign with the maximum height of 50 feet.
- g. Sign area or size will be measured ~~by the smallest square, rectangle or combination thereof which will encompass the entire sign as the entire area within a single continuous perimeter enclosing an individual sign or group of signs,~~ including the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. It will not include the base, apron, supports, structural members, framework, poles, roof, embellishments or decorative base when such area meets the other regulations of this ordinance. When two sides of a double faced sign are located not more than 36 inches apart and display identical messages or other representation, the calculated sign area will only include one of the sides.
- ~~h. Each sign face on multi-faced sign shall count as an individual sign.~~

3. Illumination Standards

- a. Externally illuminated signs shall have a shielded light source which is downward directed.
- b. Illuminated signs shall be designed so as not to direct any light or produce glare onto adjacent properties or toward navigable waters.

- c. If determined through due process by the County Planning and Zoning Committee to threaten the public health, safety or welfare the County may specify the hours a sign may be illuminated and limit its brightness while illuminated. The hours of illumination or brightness limitations may be established at any time, including during the life of the sign.
- d. The lighted portions of an awning or canopy containing a commercial or noncommercial message shall be backlit and considered sign area, which will be limited by the wall sign regulations of the underlying zoning district.
- e. Signs and sign components and elements of faces of signs shall not flash, move, travel or use animation.
- f. Unless a sign's only illumination is external and uncolored, the following additional regulations shall also apply to that sign:
 - 1) No illuminated off-premises sign which changes in color or intensity of artificial light at any time while the sign is illuminated shall be permitted.
 - 2) No illuminated on-premises sign which changes in color or intensity of artificial light at any time while the sign is illuminated shall be permitted, except one for which the changes are necessary for the purpose of correcting hour-and-minute, date, temperature, or periodic price information.
 - 3) A sign that regularly or automatically ceases illumination for the purpose of causing the color or intensity to have changed when illumination resumes shall fall within the scope of the prohibitions of par. 0 and 0 above.
 - 4) The scope of 3.f.'s prohibitions include, but are not limited to, any sign face that includes a video display, LED lights that change in color or intensity, 'digital ink,' and any other method or technology that causes the sign face to present a series of two or more images or displays.

4. Construction & Maintenance Standards

- a. All signs, supports and accessories and construction shall meet applicable State of Wisconsin building codes and the Uniform Sign Code and the Uniform Building Code as published by the International Conference of Building Officials, to ensure that the signs and their construction are structurally sound and safe.
- b. Sign display surfaces shall be properly coated or covered, attached and maintained.
- c. Off-premise signs shall contain the sign owner's name, address and phone number in the lower left corner.
- d. All signs using electric power shall have a cutoff switch on the outside of the sign and on the outside of the building or structure to which the sign is attached.
- e. All signs, supports and accessories shall be maintained in good repair.
- f. When any use is discontinued for a period of 180 consecutive days, all signs and sign supports relating to that use shall be removed.
- g. Signs that do not carry fully readable messages, are in structural disrepair or damaged and are left without repair for 60 consecutive days shall be removed.

5. Sign Maintenance & Repair

- a. Signs and their structural components may be maintained or repaired with a zoning permit for sign maintenance and repair, provided there is no enlargement or alteration to the sign, mounting device(s) or structural components of the sign.
- b. A permit is not required if the only change is to a sign's message or copy, provided there is no enlargement or alteration to the sign or structural components of the sign. This does not relieve the owner of the need to comply with every applicable legal requirement other than the duty to obtain a permit.

D. Sign Types

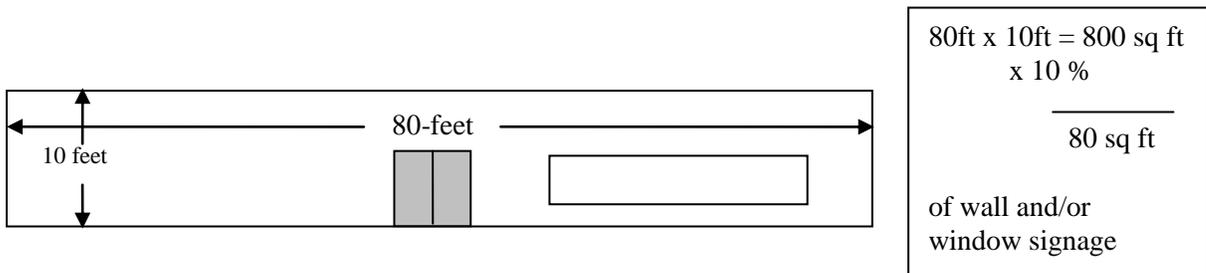
1. Signs Permitted by Zoning District

- a. The following tables identify the signs allowed in each zoning district, and the circumstances in which certain types of signs are permitted if those signs are not prohibited as set forth in Section 0. above, satisfy all other applicable regulations set forth in Sections B. and 0. above, and satisfy the specific requirements that are identified by sign type in Sections D.2.3.4., and 5. below.

2. Permanent On-Premise Signs

- a. Permanent on-premise signs that are not prohibited as defined in Section B.6. are permitted subject to the standards in this section, if those signs satisfy all other applicable regulations set forth in Section 0., and standards specific to the zoning district in which they are located as set forth in Section D.0. and below.
- b. An On-Premise Sign is allowed on residential property in the Single Family Residence, Multiple Family Residence, Rural Residential, Agriculture Districts, and Recreational zoning district subject to the following additional standards:
 - 1) No permit is required.
 - 2) One sign per lot or parcel.
 - 3) Maximum area of any such sign shall be six square feet.
 - 4) Maximum height shall be six feet.
 - 5) Any such sign shall be a freestanding design.
 - 6) Any such sign shall not be illuminated.
- c. An On-Premise Sign is allowed on property used for nonresidential uses legally allowed or permitted in the Single Family Residence, Multiple Family Residence, Rural Residential, Agriculture District and Recreational zoning district subject to the following additional standards:
 - 1) A zoning permit for signage is required.
 - 2) One sign per road or highway frontage.
 - 3) Maximum area of any such sign shall be 32 square feet per sign.
 - 4) The aggregate area of all such signs shall not exceed 64 square feet.
 - 5) Maximum height shall be six feet.
 - 6) Any such sign shall be a monument design.
- d. An On-Premise Sign is allowed in Commercial, Highway Interchange Marina and Industrial zoning districts subject to the following additional standards:
 - 1) A zoning permit for signage is required.
 - 2) One sign per road or highway frontage, except on premises which are within 3,500 feet from the center point of a highway interchange which provides access to and from Interstate Highways 39, 90, or 94 where one additional sign is allowed on lots 2 acres and greater in size.
 - 3) Maximum area of any such sign shall be 80 square feet per sign, except on premises which are within 3,500 feet from the center point of a highway interchange which provides access to and from Interstate Highways 39, 90, or 94 where the maximum area of any such sign shall be 200 square feet per sign for a premises of ½ acre or less and 400 square feet per sign on a premises greater than ½ acre.
 - 4) The aggregate area of all such signs shall not exceed 120 square feet except on premises which are within 3,500 feet from the center point of a highway interchange which provides access to and from Interstate Highways 39, 90, or 94 where the aggregate area of such signs are as follows:
 - i. For lots of ½ acre or less the aggregate area of all signs shall not exceed 200 square feet.
 - ii. For lots between ½ acre and 2 acres in size, the aggregate area of all signs shall not exceed 400 square feet.

- iii. For lots between 2 and 15 acres in size the aggregate area of all signs shall not exceed 800 square feet.
- iv. For lots greater than 15 acres in size the aggregate area of all signs shall not exceed 1200 square feet.
- 5) Any such sign shall be freestanding.
- e. An On-Premise Building Sign on a building legally used for commercial or industrial purposes is allowed subject to the following additional standards:
 - 1) A zoning permit for signage is required.
 - 2) Any number of signs may be installed on a building wall or window.
 - 3) The total area of all building signs on any face shall not exceed 10 percent of the area of the façade, including wall and window, with a maximum allowable sign area of 80 square feet per face and 240 square feet in total. On a premises which is within 3,500 feet from the center point of a highway interchange which provides access to and from Interstate Highways 39, 90, or 94 the total area of all building signs on any face shall not exceed 10 percent of the area of the façade, including wall and window, with a maximum allowable sign area of 200 square feet per face and 800 square feet in total.



- 4) The allowable area of building signs for multi-tenant buildings with individual entrances from the outside shall be calculated based on the exterior wall/window area of the space the tenant occupies. Each tenant frontage shall be considered a separate wall/window.
- 5) Awnings and canopies are allowed building signs based on the surface area of the awning or canopy (vertical surface below the roof line).
- 6) Location
 - a) Building signs may be placed on not more than three walls/windows of rectangular shaped structures or not more than 75 percent of the major wall/windows on non-rectangular shaped structures.
 - b) Signs may be attached flat against or pinned away from a building wall/window, but the sign face shall not extend or protrude more than 18 inches from the wall/window.
 - c) Signs may be attached to the facade of a building, but shall not extend above the roof line.
 - d) Signs may be on a building canopy, awning or marquee. Such sign will be considered a building sign on the wall, canopy, marquee or awning on which it is attached.
- f. An Area or Neighborhood Sign on property used for residential, commercial or industrial uses is considered an On-Premise Sign under this section if it does no more than identify that area or neighborhood, and is allowed subject to the following additional standards:
 - 1) A zoning permit for signage is required.
 - 2) No more than one sign is allowed for every road or highway entrance to a development.
 - 3) The maximum area of any such sign shall be 32 square feet per sign.

- 4) Any such sign shall be set back at least 10 feet from the right-of-way, unless incorporated into a county-approved entrance design.
 - 5) The maximum height shall be 6 feet.
 - 6) Any such sign shall not be internally lighted.
 - 7) Any such sign shall be a freestanding design.
- g. A sign on property on which agricultural products are ~~legally grown and legally offered for sale is considered an On-Premise Sign under this section if it does no more than draw attention to a product~~ legally offered on the premises, ~~and~~ is allowed subject to the following additional standards:
- 1) One sign per road or highway frontage.
 - 2) Maximum area of any such sign shall be 32 square feet per sign.
 - 3) The aggregate area of all such signs shall not exceed 64 square feet.
 - 4) Maximum height shall be 12 feet.
 - 5) Any such sign shall not be illuminated.
 - ~~6) Sign(s) for Seasonal Roadside Stands shall be placed when products are available.~~
 - 7) Any such sign shall be a freestanding design.
- h. A sign on property on which a Minor or Major Home Occupation within the meaning of Title 16-1-13 (g) is lawfully taking place is considered an on-premises sign under this section if it does no more than draw attention to a product or service lawfully offered on the premises, and is allowed subject to the following additional standards:
- 1) One sign per home occupation.
 - 2) Minor Home Occupation sign maximum area shall be two square feet.
 - 3) Major Home Occupation sign maximum area shall be six square feet.
 - 4) Maximum height shall be six feet.
 - 5) Any such sign shall be a freestanding design.
 - 6) Any such sign shall not be illuminated.
- i. An On-Premise Directional Sign is allowed in any zoning district subject to the following additional standards:
- 1) A zoning permit for signage is required.
 - 2) A maximum of two signs for each place with two driveways may be displayed. For purposes of this paragraph, one business, farm or organization shall constitute only one place.
 - 3) Maximum area of any such sign shall be two square feet per sign at a controlled intersection or on a two-lane road or highway or four square feet per sign on a multi-lane highway.
 - 4) Maximum height shall be six feet for the residence and agricultural residential zoning districts and 12 feet for any other zoning district.
 - 5) Any such sign shall be a freestanding design.
 - 6) Signs shall be placed outside the right-of-way. In no case shall any part of the sign or its structural components be located within the right-of-way.
 - 7) To ensure that the sign serves only a directional purpose, it shall contain only the name of a place and direction arrow to the place and may not also be used to advertise.

PERMANENT SIGNS PERMITTED BY ZONING DISTRICT

Sign Type	On-Premise Freestanding	On-Premise Building	On-Premise Area or Neighborhood	On-Premise Agricultural	On-Premise Home Occupation	On-Premise or Off-Premise Directional	Additional Standards May Apply
Zoning District							
Single Family Residence	A/ZP	N	ZP	N	A	N	Yes
Multiple Family Residence	A/ZP	N	ZP	N	A/N	ZP	Yes
Rural Residential	A/ZP	N	ZP	N	A	N	Yes
Agriculture	A/ZP	N	N	A	A	ZP	Yes
Agriculture Overlay	N	N	N	N	N	N	Yes
Agriculture No. 2	A/ZP	N	N	A	ZP	ZP	Yes
Marina	A/ZP	ZP	ZP	N	N	ZP	Yes
Recreational	A/ZP	N	ZP	N	A	N/ZP	Yes
Commercial	ZP	ZP	ZP	N	N	ZP	Yes
Highway Interchange	ZP	ZP	ZP	N	N	ZP	Yes
Industrial	ZP	ZP	ZP	N	N	ZP	Yes

Key: A = Allowed without permit but subject to compliance with all other applicable regulations of this section.

ZP = Zoning permit for signage required but subject to compliance with all other applicable regulations of this section.

A/ZP = Either allowed without a zoning permit or allowed with a zoning permit subject to compliance with all other applicable regulations of this section.

N/ZP = In the Recreational District On-Premise and Off-Premise are not permitted on a lot zoned or used residentially.

N = Not permitted.

PERMANENT SIGN STANDARDS						
Sign Type	Maximum Number	Maximum Size	Maximum Height	Type	Permit	Additional Standards
On Premise Residential	1/Lot or Parcel	6 s.f.	6'	Freestanding	A	Yes
On-Premise Nonresidential	1/Frontage	32 s.f./sign 64 s.f. total	6'	Monument	ZP*	Yes
On-Premise Commercial, Industrial, Highway Interchange (Except fronting on Interstate Highways (39, 90, 94))	1/Frontage D(2)(d)(2)	80 s.f./sign 120 s.f. total D(2)(d)(3)(4)	20' C(2)(f)	Freestanding	ZP*	Yes
On-Premise Building (Except fronting on Interstate Highways (39, 90, 94))	Unlimited on 3 Faces	80 s.f./face 240 s.f. total D(2)(e)(3)	N/A	Wall/Window	ZP	Yes
On-Premise Area or Neighborhood	1/Entrance/Road	32 s.f./sign	6'	Freestanding	ZP	Yes
On-Premise Agricultural	1/Frontage	32 s.f./sign 64 s.f. total	12'	Freestanding	A	Yes
On-Premise Home Occupation	1/Lot or Parcel	2 s.f./ sign Minor 6 s.f./sign Major	6'	Freestanding	ZP*	Yes
On-Premise Directional	2/Place	2 s.f.-4 s.f./sign 4 s.f. – 8 s.f. total	6'-12'	Freestanding	ZP	Yes
Off-Premise Directional	2/Place	2 s.f.-4 s.f./sign 4 s.f.-8 s.f. total	12'	Freestanding	ZP	Yes

Key: A = Allowed without permit but subject to compliance with all other applicable regulations of this section.

ZP = Zoning permit for signage required but subject to compliance with all other applicable regulations of this section.

ZP* = These uses may also require a Conditional Use Permit.

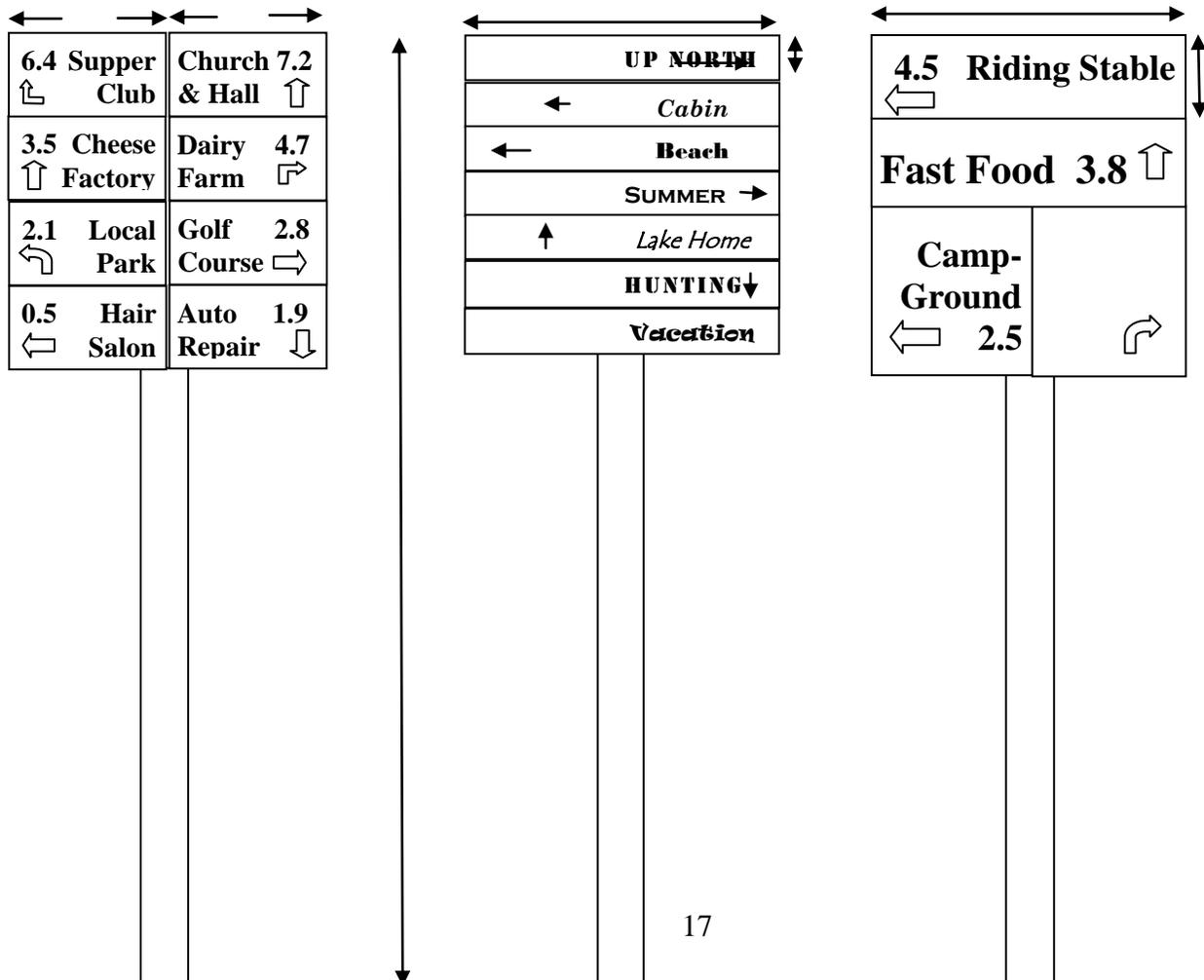
3. Permanent Off-Premise Signs

a. A permanent Off-Premise Directional Sign is allowed in Agriculture, Marina, Commercial, Highway Interchange, Industrial, and Recreational Districts provided the principal use of the Recreational property is not residential subject to the following additional standards:

- 1) A zoning permit for signage is required for each sign pole or support structure.
- 2) There shall be no more than one sign pole or support structure per each 500 lineal feet of frontage on a road or highway.
- 3) Signs shall be co-located and stacked on a single support structure where possible.

- 4) A maximum of ~~two~~ 4 signs for each place may be displayed but not more than 3 directional signs pertaining to the same place and facing the same direction may be erected along a single route approaching the place. For purposes of this paragraph, one business, farm, residence or organization shall constitute only one place.
 - 5) Maximum area of any such sign shall be ~~3~~ 4 square feet per sign at a controlled intersection or on a two-lane town road, ~~4~~ 6 square feet on a County or State highway or ~~6~~ 8 square feet per sign on an interstate highway.
 - 6) Maximum height shall be 12 feet.
 - 7) Maximum width of any such sign shall be four feet per sign.
 - 8) Signs shall be placed outside and may abut the right-of-way. In no case shall any part of the sign or its structural components be located within the right-of-way.
 - 9) To ensure that the sign serves only a directional purpose, it shall contain only the name of a place, distance and direction arrow to the place and may not also be used to advertise. See examples on next page.
 - 10) Any such sign shall be a freestanding design.
 - 11) Numbers, letters, and graphics on all signs on a pole or support structure shall be white and reflective and have the same background.
 - 12) All sign designs shall maintain consistency in design standards.
- b. All signs placed off-premise shall have the property owner's permission.

**Stacked Directional Signage
Illustrative Diagram
Not to Scale**



4. Temporary On-Premise Signs

- a. Any sign that will exceed the permitted timeframe will require a zoning permit for signage.
- b. The following temporary signs are permitted to be placed on the lot or parcel to which they refer without a zoning permit for signage, subject to the applicable standards:
 - 1) Construction: A Temporary On-Premise Sign on a construction site is allowed in any zoning district, subject to the following additional standards:
 - a) Maximum of two signs per construction site.
 - b) Any such sign area shall not exceed 80 square feet in aggregate.
 - c) Maximum height shall be 12 feet.
 - d) Any such sign shall be a freestanding design.
 - e) Any such sign shall be removed within seven days of when construction is completed.
 - 2) Development: A Temporary On-Premise Sign erected on a non-residential development project, or erected on a residential development project at the time that the development includes 10 or more dwelling units for sale or lease, is allowed in any zoning district subject to the following additional standards:
 - a) One sign per road or highway frontage for each project.
 - b) Maximum area of any such sign shall be 64 square feet.
 - c) Maximum height shall be 12 feet.
 - d) Any such sign shall be a freestanding design.
 - e) A sign shall be at least 200 feet from any pre-existing residence.
 - f) A sign shall not be installed until construction has started or the project is approved by the County.
 - g) Sign shall be removed when the project is 80 percent completed, sold or leased.
 - 3) Real Estate: A Temporary On-Premise Real Estate sign for the sale, rent or lease of property is allowed in any zoning district subject to the following additional standards:
 - a) One sign per road or highway frontage.
 - b) For residential property, the maximum sign area shall be six square feet and maximum sign height shall be six feet.
 - c) For residential property, the maximum sign area for a parcel including a model home shall be 32 square feet and the maximum sign height shall be 12 feet.
 - d) For non-residential property, the maximum sign area shall be 32 square feet and maximum sign height shall be 12 feet.
 - e) Any such sign shall be a freestanding design.
Any such sign shall be removed within seven days following the sale or lease of the property.
 - f) Any such sign shall be removed within seven days following the sale or lease of the property.
 - 4) Employment: A Temporary On-Premise Sign on non-residential property for which one or more positions of employment are open is allowed subject to the following additional standards:
 - a) One sign per road or highway frontage.
 - b) Maximum area of any such sign shall be six square feet.
 - c) Maximum height shall be six feet.
 - d) Any such sign shall be removed when all positions of employment on the property have been filled.
 - 5) Special Event: A Temporary On-Premise Sign on property to be used for a special event is allowed in any zoning district, subject to the following additional standards:

a) One sign per road or highway frontage.

- b) Maximum height shall be 12 feet in the residence and agricultural residential zoning districts and 20 feet in any other zoning districts.
- c) Maximum area of any such sign shall be 32 square feet.
- d) Sign(s) may be displayed for not more than 30 days per event or 45 days per calendar year.
- e) If a sign is displayed on residential property one banner or one freestanding sign is allowed for each event.
- f) If a sign is displayed on nonresidential property, any combination of two banners or freestanding signs, with a total sign area of 64 square feet, is allowed for each event.
- g) Signs shall only be placed before and during event and shall be removed 24 hours after completion of the event.

5. Temporary Off-Premise Signs

- a. A Temporary Off-Premise Sign for special event is allowed in any zoning district except Agriculture Overlay, subject to the following additional standards:
 - 1) All signs placed off-premise shall have the property owner's permission.
 - 2) Maximum height shall be 6 feet in the residential, recreational, and agriculture zoning and 12 feet in the commercial, industrial and highway interchange districts.
 - 3) Maximum area of any such sign shall be 32 square feet.
 - 4) Sign(s) may be displayed for not more than 30 days per event or 45 per calendar year.
 - 5) If a sign is displayed on residential property one banner or freestanding sign is allowed for each event.
 - 6) If a sign is displayed on nonresidential property, any combination of two banners or freestanding signs, with a total sign area of 64 square feet, is allowed for each event.
 - 7) Signs shall only be placed before and during event and shall be removed 24 hours after completion of the event.
- b. A Temporary Off-Premise Directional Sign is allowed in any zoning district except Agriculture Overlay, subject to the following additional standards:
 - 1) A maximum of three signs for each event or activity may be displayed.
 - 2) All signs placed off-premise shall have the property owner's permission.
 - 3) Maximum area of any such sign shall be six square feet.
 - 4) Maximum height shall be six feet.
 - 5) Signs shall be placed outside and may abut the right-of-way.
 - 6) Signs shall only be placed during the event and up to 48 hours before and 24 hours after the completion of the event.
 - 7) Any such sign shall be a freestanding design.
 - 8) To ensure that the sign serves only a directional purpose, it shall contain only the name of a place, distance and direction arrow to the place and may not also be used to advertise.

TEMPORARY SIGNS PERMITTED BY ZONING DISTRICT

Sign Type	On-Premise Construction	On-Premise Development	On-Premise Real Estate	On-Premise Employment	On-Premise Special Event	Off-Premise Special Event	Off-Premise Directional	Election Campaign	Additional Standards May Apply
Single Family Residence	A	A	A	N	A	A	A	A	Yes
Multiple Family Residence	A	A	A	N	A	A	A	A	Yes
Rural Residential	A	A	A	N	A	A	A	A	Yes
Agriculture	A	A	A	A	A	A	A	A	Yes
Agriculture Overlay	N	N	N	N	N	A	N	N	Yes
Agriculture No. 2	A	A	A	N	A	A	A	A	Yes
Marina	A	A	A	A	A	A	A	N	Yes
Recreational	A	A	A	N	A	A	A	N	Yes
Commercial	A	A	A	A	A	A	A	N	Yes
Highway Industrial	A	A	A	A	A	A	A	N	Yes
Industrial	A	A	A	A	A	A	A	N	Yes

Key: A = Allowed without permit but subject to compliance with all other applicable regulations of this section.

N = Not permitted.

A/N = Either allowed without a permit or not permitted subject to compliance with all other applicable regulations of this section.

TEMPORARY SIGN STANDARDS

Sign Type	Maximum Number	Maximum Size	Maximum Height	Type	Permit	Timeframe
On-Premise Construction	2/Site	80 s.f. total	12'	Freestanding	A	Yes
On-Premise Development	1/Frontage	64 s.f.	12'	Freestanding	A	Yes
On-Premise Real Estate	1/Frontage	6 s.f./sign residential 32 s.f./sign nonresidential	6' 12'	Freestanding	A	Yes
On-Premise Employment	1/Frontage	6 s.f.	6'	Freestanding	A	Yes
On-Premise Special Event	1/Residential 2/Nonresidential	32 s.f./ Freestanding 32 s.f./ Banner	6'- 12'	Freestanding /Banner	A	30 Days/ Event or 45 Days/ Yr
Off-Premise Special Event	1/Residential 2/Nonresidential	32 s.f. / Freestanding 32 s.f./ Banner	6'- 20'	Freestanding /Banner	A	30 Days/ Event or 45 Days/ Yr
Off-Premise Directional	3/Activity	6 s.f. total	6'	Freestanding	A	48 hrs + event + 24 hrs

Key: A = Allowed without permit but subject to compliance with all other applicable regulations of this section.

E. Administration

1. Nonconforming Signs

- a. Nonconforming permanent freestanding signs lawfully existing on _____ shall be allowed to continue in use, but shall not be altered other than to change the message relocated, added to, or repaired in excess of 50 percent of the assessed value of the sign, without being brought into compliance with this section.
- b. Nonconforming permanent building signs lawfully existing on _____ shall be allowed to continue in use, and may be repaired provided the repair does not increase the nonconforming aspect of the sign, but shall not otherwise be altered other than to change the message, relocated, or added to, without being brought into compliance with this section.
- c. After a nonconforming sign has been removed, it shall not be replaced by another nonconforming sign.
- d. Nonconforming temporary signs lawfully existing on _____ shall be removed no later than three years after _____ or by an earlier date if so required by a regulation in place when the sign was erected. Nonconforming temporary signs shall not be rebuilt, relocated or altered other than to change a message.

- e. If a nonconforming permanent sign's use is discontinued for a period of 12 months, the nonconforming sign shall be removed or brought into compliance with this section within 60 days of notification by the Zoning Administrator.
- f. If a nonconforming temporary sign's use is discontinued for 60 consecutive days, the nonconforming sign shall be removed or brought into compliance with this section within 60 days of notification by the Zoning Administrator.

2. Permit Required

- a. A zoning permit for signage is required prior to the improvement, erection, construction, reconstruction, enlargement or alteration of any sign, structural component or mounting device unless otherwise provided by this section.

3. Zoning Permit For Signage

- a. A properly completed application for a zoning permit for signage shall be made to the Zoning Administrator upon forms furnished by the County. The following information shall be provided:
 - 1) Applicant contact information.
 - 2) Property owner contact information.
 - 3) Property information, site address, legal description, tax identification number, zoning district.
 - 4) Project information including a description of the sign plan for the site and total proposed signage, including all permanent and temporary signage.
 - 5) A site plan, drawn to scale, to include:
 - a) Dimensions and area of the lot or parcel.
 - b) Location of all existing and proposed structures and signs with distances measured from the lot lines and right-of-way of all abutting roads or highways.
 - c) Location of existing or future access driveways and roads or highways.
 - 6) Conceptual drawings of all proposed signs with dimensions.
 - 7) Information on all lighting and electrical components.
 - 8) Method of construction and/or attachment to a building or in the ground shall be explained in the plans and specifications.
 - 9) Contact information for whomever will be erecting the sign(s).
 - 10) Attach all related permits or permit applications.
 - 11) Calculations for compliance with the Uniform Building Code and the Uniform Sign Code for construction.
 - 12) Additional relevant information deemed necessary by the Zoning Administrator to apply all applicable ordinance requirements and standards, such as photos, cross-section drawings, specialized engineering plans and landscaping.
 - 13) If additional information is requested, the application shall not be considered a properly completed application and timeframes for processing shall not commence until the additional information is received.

~~b. When a permit of any kind is required for a sign, the Zoning Administrator shall deny, approve with conditions, or approve without conditions such permit in an expedited manner no more than 30 days from the receipt of a complete application for such a permit, including the applicable fee.~~

4. Permit Decision & Appeal Process

- a. A zoning permit for signage applicant or permit holder may appeal a determination or an order. Appeal procedures are established in Title 16-1-17 (c) Board of Adjustment.

~~b. When a permit of any kind is required for a sign, the Zoning Administrator shall deny, approve with conditions, or approve without conditions such permit in an expedited manner no more than 30 days from the receipt of a complete application for such a permit, including the applicable fee.~~

- ~~1) — If the permit is denied or approved with conditions, the County shall prepare a written decision within 10 days of its decision, stating a reason or reasons for the action and describing the applicant's appeal rights under Title 16-1-17 (c) Board of Adjustment and provide it to the applicant.~~
- ~~2) — When the Board of Adjustment receives an appeal from the denial or approval with conditions of a permit required for a sign, the Board shall arrive at a decision on such an appeal no more than 90 days from the receipt of a complete application for such an appeal, including the applicable fee.~~
- ~~3) — If the appeal is denied or approved with conditions, the County shall prepare a written decision within 10 days of its decision, stating a reason or reasons for the action and provide it to the applicant.~~
- ~~c. — When a permit of any kind is required for a sign, and the permit application or permit appeal demonstrates that the sign would comply with all applicable requirements of this section, the permit application or permit appeal shall not be denied.~~

5. Expiration

- a. Sign maintenance or construction authorized by a zoning permit for signage issued under this section shall be substantially completed or implemented within two years, after which time the permit expires.
- b. Prior to expiration of a permit, applicants can request extensions of up to six months from the Zoning Administrator.
- c. The total time granted for extensions shall not exceed one year.

6. Permit Revocation

- a. Where the terms or conditions on any zoning permit for signage are violated, the permit may be revoked by the Zoning Administrator. The Board of Adjustment may revoke a special exception permit.

7. Definitions

Average Elevation: The average natural elevation of four points or corners no more than 30 feet around the perimeter of the location of the sign.

Commercial Speech: Any sign wording, logo or other representation advertising a business, profession, commodity, service or entertainment for business purposes.

Marquee Sign: Any sign attached to, in any manner, or made a part of a marquee.

Noncommercial Speech: Any message that is not commercial speech, which includes but is not limited to, messages concerning political, religious, social, ideological, public service and informational topics.

Nonconforming Sign: Any sign which was lawful prior to _____ but which does not comply with the terms of this ordinance (or its amendment).

Fence: A structure usually serving as an enclosure, barrier, or boundary, usually made up of posts, boards, wire, or rails.

Pennant: Any lightweight plastic, fabric or other material whether or not containing a message of any kind, suspended from a rope, wire or string, usually in series, designed to move in the wind.

Premise: A lot together with all structures thereon.

Sign: A display, illustration, structure or device that directs attention to an idea, object, product, place, activity, person, institution, organization or business.

Sign, Banner: Any sign of lightweight fabric or similar material that is permanently mounted to a pole or a building at one or more edges. Flags that comply with Section B.4.a.6 shall not be considered banners.

Sign, Beacon: Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same zone lot as the light source; also, any light with one or more beams that rotate or move.

Sign, Building: Any single-faced sign painted on, attached to or erected against the exterior wall of a building, structure, marquee, canopy or awning. Also including any sign placed on the interior of a window or painted on a window such that it can be read from the outside of the building.

Sign Component: Any element of a sign or its source of support (excluding a building), including but not limited to support structure, accessories, wiring, framing. Paint, vinyl, paper, fabric, lightbulbs, diodes, or plastic copy panels on a sign do not constitute components.

Sign, Freestanding: Any sign supported by structures or supports that are placed on or anchored in the ground and that are independent from any building or other structure, including, but not limited to, a ground mounted sign, detached sign, pole sign, pylon sign or monument sign.

Sign, Incidental: A sign that is not legible to a person of ordinary eyesight with vision adequate to pass a state driver's license exam at ground level at a location on the public right-of-way or on other private property.

Sign, Monument: A freestanding sign where the base of the sign structure is on the ground.

Sign, Off-Premise: A sign, which displays a commodity, product, service, activity or any other person, place, thing or idea other than noncommercial speech, which is not located, found or sold on the premises upon which such sign is located.

Sign, On-Premise: A sign which only displays a commodity, product, service, activity or any other person, place, thing or idea, which is located, found or sold on the premises upon which such sign is located, or a noncommercial speech.

Sign, Off-Premise Directional: A sign displayed for the sole purpose of assisting wayfinding through disclosure of no more than the name of a place, its distance from the sign and one directional arrow.

Sign, On-Premise Directional: A sign at the exit or entrance of a premises that has two or more driveways.

Sign, Pornographic: Any sign that, in whole or in part, is obscene or pornographic as defined in Miller v. California and subsequent decisions, or shows specified anatomical areas or specified sexual activities.

Sign, Portable: Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A-or T-frames; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used for transportation in the normal day-to-day operations of the business.

Sign, Projecting: Any sign with a sign face that is not parallel to the surface to which the sign is attached and extends more than six inches beyond the surface of such building or wall.

Sign, Emergency Response Number: A reflective colored sign with white lettering that identifies the property address at a minimum and may provide limited additional information such as town name and road name.

Sign, Roof: Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure and extending vertically above the highest portion of the roof.

Sign, Special Event: A sign that is temporary in nature and is not permanently mounted or attached to the ground or sign surface, and is used for special events, such as but not limited to, institutional, non-profit community, charitable or civic events and campaigns, grand openings, promotions, seasonal sales, garage sales, craft sales, graduation or birthday parties, festivals or fairs.

Sign, Temporary: Any sign that is used for less than 30 consecutive days and is not permanently mounted.

Debra Wopat, Chair
COLUMBIA COUNTY
BOARD OF SUPERVISORS
Susan M. Moll
COLUMBIA COUNTY CLERK

DATE PASSED:
DATE PUBLISHED:

Motion by Teitgen, second by Baumgartner, to accept proposed amendments presented by the Planning and Zoning Committee as a result from issues discussed at County Board and Committee meetings. Motion carried, not unanimously.

Sanderson called for point of order.

Motion by O'Neil, second by Hamele, to table Ordinance to a date certain, the September 17, 2008 County Board meeting, thus allowing for additional public and member input.

The motion to table was approved on a roll call vote as follows:

AYES: 16; NOES: 13; ABSENT: 1

AYES: DeYoung, Gove, Hamele, Hutler, Jenkins, Landers, Lane, Mielke, O'Neil, Salzwedel, Sanderson, Stevenson, Wingers, Boockmeier, Cupery and Curtis.

NOES: Ford, Healy, Martin, Pufahl, Richmond, Ross, Teitgen, Tramburg, Westby, Wopat, Andler, Baebler and Baumgartner.

ABSENT: Nelson.

**REPORT OF THE LAND & WATER CONSERVATION COMMITTEE
For the Farmland Preservation Program**

We, the Land and Water Conservation Committee, having received a copy of an application for a Farmland Preservation Agreement pursuant to Section 91.13 (2) Wisconsin Statutes have approved the following:

NAME
Dornfeld Farms Inc.

TOWN
Randolph

Robert Hamele
Don Nelson
JoAnn Wingers
John G. Stevenson
Philip Baebler
LAND & WATER CONSERVATION COMMITTEE

On motion by Hamele, second by Stevenson, the Report was accepted.

A motion was made by Richmond, second by Sanderson, to table the Moratorium for Off Premise Signs Resolution until September 17th meeting.

Baumgartner indicated that he'd like to see supervisors attend the next Planning and Zoning Committee meeting with specific suggestions for proposed sign ordinance.

Sanderson encouraged supervisors that are planning on attending the Wisconsin Way Forum being held on July 28, 2008, at the Kestrel Ridge Country Club to register online at www.wisconsinway.org.

J. Robert Curtis moved adjournment of this meeting to September 17, 2008, 7:00 p.m.; unless an emergency meeting in August is called by the Chair. Second was made by DeYoung. The motion carried. The meeting adjourned at 8:15 p.m.

Minutes of Columbia County Board of Supervisor meeting are considered Draft until approved at a subsequent County Board Meeting. Complete minutes are on file in the County Clerk's Office or can be viewed on the County Website at www.co.columbia.wi.us after publication