

## Article E: Signs

### Sec. 13-1-80 Sign Regulation Purposes.

The intent of the Bayfield County sign ordinance is to balance the need to preserve the rural character and natural scenic beauty of the area with the equally important need to support the county's economic base

### Sec. 13-1-81 General Restrictions.

No outdoor advertising sign visible to the traveling public shall be erected, structurally altered, or maintained except as provided in this Article.

### Sec. 13-1-82 Number and Size of Permitted Signs.

Each business shall be permitted signage as follows:

- (a) On-premise signage. Each business shall be permitted on-premise signage as follows:
  - (1) **One (1) sign** with area not to exceed 96 square feet and up to two (2) additional signs with area of each sign not to exceed 50 square feet; or,
  - (2) **Four (4) signs** with area of each sign not to exceed 50 square feet.
  - (3) **Multi-tenant signage.** Each business park or parcel with a structure designed for multi tenants shall be permitted to erect one (1) multi-tenant sign not to exceed 14 feet in height and include a maximum of one (1) panel for each business with an area that is not to exceed 16 square feet. Each panel included in the multi-tenant sign shall count as one 50 square foot on-premise sign as calculated in this section. (A)12/10/2013
  - (4) Notwithstanding Sec. 13-1-87(a), if a business is located in the **Unincorporated Village Overlay District (UVOD)** as defined in Sec. 13-1-61(m), one of the on-premise signs allowed under Sec. 13-1-82(a) may be a light-emitting diode (LED) sign not exceeding 32 square feet. (©)5/27/2014
- (b) Off-premise signage. Each business may include up to two (2) signs off the premise with area of each sign not to exceed 50 square feet. (A)12/15/2009

**Note:** for purposes of this Section, two back-to-back faces on one sign structure shall constitute one (1) sign.

### Sec. 13-1-83 Distance.

Off premise signs visible from the same road and located on the same side thereof, including signs advertising different businesses, products, etc., shall have a minimum

separation distance of one thousand three hundred twenty (1,320) feet between them.

**Sec. 13-1-84 Exempt Signs.**

The following signs are exempt from the requirements of this Article:

- (a) Signs advertising garage sales, auctions, carnivals, or other events if all of the following requirements are met:
  - (1) The sign does not hinder traffic safety or visibility;
  - (2) The sign is less than eight (8) square feet;
  - (3) The sign is erected no sooner than thirty (30) days prior to the advertised event; and
  - (4) The sign is removed no later than ten (10) days after the advertised event.
- (b) Signs on the rolling stock of common carriers so long as such vehicles are not parked in one visible location for any consecutive period of thirty (30) or more days in any year.
- (c) Signs of two (2) square feet or less with no letters, numbers, symbols, logos, or designs in excess of two (2) inches in vertical or horizontal dimensions.
- (d) Specific information signs authorized under Sec. 86.195, Wis. Stats., tourist-oriented directional signs authorized under Sec. 86.196, Wis. Stats., and guidance signs authorized under TRANS 200.03, Wis. Adm. Code.
- (e) Temporary "For Sale" signs if they do not hinder traffic safety or visibility, and if less than ten (10) square feet.
- (f) Temporary banners over roads if all of the following requirements are met:
  - (1) The banner is securely fastened;
  - (2) Made of durable materials;
  - (3) Mounted at least twenty (20) feet high above the road surface;
  - (4) Located so as to not hinder traffic safety or visibility, and not displayed for more than one hundred twenty (120) days in any year.
- (g) Signs for religious organizations or service clubs, if all of the following requirements are met.
  - (1) The sign does not hinder traffic safety or visibility.
  - (2) The sign is less than ten (10) square feet.
  - (3) No more than two (2) off-premise and two (2) on-premise signs shall be

permitted per organization or club.

- (4) Off-premise signs visible from the same road and located on the same side thereof, including signs of different organizations or clubs, shall have a minimum separation distance of three hundred (300) feet between them.
- (h) On-premise signs mounted flush with the building (principle or accessory) that are below the roof line and do not protrude more than one foot from the building to which it is attached. (©12/10/2013)

### **Sec. 13-1-85 Sign Permits.**

No on-premise; off-premise or roof top sign shall be erected, relocated, or structurally altered unless a land use permit has first been issued therefor pursuant to Section 13-1-21(b). (A)12/10/2013)

**Sec. 13-1-86 Non-Conforming Signs: Grace Period Replacement**

- (a) All signs in existence of the effective date of this Article, as amended, namely March 31, 1998, which do not comply with Section 13-1-82 and 13-1-87 and are not exempted under Sec. 13-1-84, shall be brought into compliance or removed within five (5) years of such date, provided that this provision shall not apply in such instances where it would be contrary to state or federal law or where it would result in a loss of state or federal funds for maintenance of the road from which the sign in question is visible (including Highways 2, 13, 27 and 63), and provided further that any nonconforming sign in existence on March 31, 1998, which is adjacent to such a road and which cannot remain in its existing location due to widening of the road, may be moved to a corresponding location relative to the widened road without losing its nonconforming status.
- (b) A nonconforming sign that is exempt from the removal requirement under subsection (a) above may be replaced with a new sign that shall also be exempt from such requirement, except if the sign to be replaced is fastened to a building, the new sign shall not extend above the highest part of the building's roof. If the sign to be replaced is freestanding, the new sign shall not extend more than 20 feet above ground level.
- (1) The area of the new sign shall not exceed 96 square feet.
- (2) If the sign to be replaced is fastened to a building, the new sign shall not extend above the highest part of the building's roof. If the sign to be replaced is freestanding, the new sign shall not extend more than 20 feet above ground level.

All signs in existence on the effective date of this Article, as amended, namely March 31, 1998, which do not comply with Sections 13-1-82 and 13-1-87 and are not exempted under Sec. 13-1-84, shall be brought into compliance or removed within five (5) years of such date, provided that this provision shall not apply in such instances where it would be contrary to state or federal law or where it would result in a loss of state or federal funds for maintenance or improvement of the road from which the sign in question is visible (including Highways 2, 13, 27, and 63), and provided further that any nonconforming sign in existence on March 31, 1998, which is adjacent to such a road and which cannot remain in its existing location due to widening of the road, may be moved to a corresponding location relative to the widened road without losing its non-conforming status.

**Sec. 13-1-87 General Sign Requirements.**

- (a) No flashing, multi-colored, intermittent, or moving lights, moving parts, or sound producing devices, shall be used with or on any sign.
- (b) Signs shall not be placed or allowed to interfere with any governmental or directional signs, or driver visibility.
- (c) Signs shall be placed on safe and sturdy supports, except that on-premise signs may be fastened to a building.
- (d) Signs shall not be closer than three (3) feet to a property line or right-of-way line, and, except as provided in Sec. 13-1-82(a)(3) and Sec. 13-1-86(b), shall not extend more than ten (10) feet high above the ground level, except that a sign fastened to a building may be higher so long as it is not higher than the highest part of that building's roof.
- (e) Signs along State or Federal highways shall not be closer than three (3) feet to a property line or right-of-way line, and, except as provided in Sec. 13-1-82(a)(3) and Sec. 13-1-86(b), shall not extend more than twenty (20) feet high above the ground level, except that a sign fastened to a building may be higher so long as it is not higher than the highest part of that building's roof. (©12/10/2013)
- (f) All signs are structures for purposes of location at the required setback from navigable waters. (A)12/10/2013
- (g) No business on-or off-premise sign shall be intended, designed, or erected to be visible by those boating or swimming on navigable waters, except that no more than two (2) unlighted signs of less than ten (10) square feet may be erected on the site of a riparian business to advertise the name and services of that business. (A)12/10/2013
- (h) All signs, sign faces, and sign supports shall be maintained in a safe and good state of appearance and repair as determined by the Planning and Zoning Committee. (A)12/10/2013

**Sec. 13-1-88 Noncompliance.**

The Planning and Zoning Committee may revoke any permit or order the removal, relocation, alteration, or repair of any sign the Committee finds to be in violation of this Section. The Planning and Zoning Department staff may issue a citation for any violation of this Article.

**Sec. 13-1-89 Removal Notice.**

Except for signs subject to removal under Section 13-1-86, a time limit of not less than thirty (30) days shall be given in any order for the removal of any sign. The immediate removal of a sign may be ordered where the sign poses a threat to traffic safety or visibility.

**Sec. 13-1-90 Removal of Obsolete Signs.**

An off-premises sign advertising a business, product, service, commodity, entertainment, or real or personal property sale which has been terminated shall be removed within six (6) months after such termination.

**Sec. 13-1-91 through Sec. 13-1-99 Reserved for Future Use.**