

## **Subchapter 203. Regulation of Off Premise Signs**

- 203.1. **PURPOSE.** The purpose is to regulate the construction and maintenance of billboards, signs, and similar structures on property abutting town roads and county highways within the township so as to promote the safety of public travel.
- 203.2. **AUTHORITY.** The Town of Presque Isle has the authority, pursuant to s. 60.23(29), Wis. Stats., to enact this ordinance.
- 203.3. **ABROGATION AND GREATER RESTRICTIONS.** This ordinance is not intended to repeal, abrogate, or impair any existing town or county ordinance. However, where this ordinance imposes greater restrictions, the provisions of this ordinance shall prevail.
- 203.4. **GENERAL PROVISIONS.**
- (1). "Sign" means any outdoor advertising sign, display, device, notice, figure, painting, drawing, message, placard, poster, billboard, or other thing, which is designed, intended or used to advertise or inform, any part of the advertising or informative contents of which is visible from any place on the main traveled way of any portion of any town road or county highway. It does not include the flag, pennant, or insignia of any nation, state or town.
  - (2). "Residential directory sign" means an off-premise sign erected and maintained by an individual so to indicate the location of his/her residence.
  - (3). "Business directional signs" are off-premise signs indicating the direction to a particular business, point of interest, cultural, educational, or religious facility.
  - (4). No person shall erect or maintain any sign, or allow any sign to be erected or maintained, that is visible from the main traveled way of any town road or county highway, except for the following:
    - (a). Traffic signs, safety signs, or other official signs;
    - (b). On-premise business signs that are in conformance with the town zoning ordinance, provided such signs do not in any way impede visibility for traffic;
    - (c). Signs erected before June 1, 1996 that conform to town standards existing on that date;
    - (d). Signs advertising the sale, rent or lease of the property on which the sign is placed, provided there is only one (1) such sign, that the sign is less than 4 square feet in area, that the sign is not illuminated, and that the sign is removed immediately following the sale, rental or leasing;
    - (e). Residential directional signs, limited to one (1) per residence, single or double sided, which shall be uniform in construction, size and color, consisting of an 8" board 6 feet in length cut to a point at one end and a v-shaped tail at the other, a 1/4 inch black line to border the perimeter of the sign to be placed 3/4 inch from all edges, lettering to be 3 to 4 inches high using plain block letters on a white background;
  - (5). Business directional signs which have a uniform construction identical to residential directional signs, not exceeding two (2) in number for any facility;
  - (6). Banners or other signs promoting an approved community function.
- (5). No sign erected or maintained under 203.04(4) shall have any moving part, flag, banner, reflector, light-emitting or sound-emitting device. Indirectly illuminated signs permitted under 203.04(4) must use lighting that is shielded to prevent glare or stray light that could impair vision or otherwise interfere with safe driving.
- (a). The Town Board may permit the use of LED light-emitting messaging units by government agencies and non-profit community service organizations, provided they conform with the other provisions of this ordinance.
    - (i). Permit applications shall state:
      1. Location
      2. Size and dimensions
      3. Light color
      4. Light intensity
      5. Frequency of message changes
      6. Hours of operation
      7. Public benefit
      8. Cost to the town, including maintenance, operation and replacement
- (6). No sign shall be located on any tree, rock or other natural feature of the landscape.
- (7). Neither residential directional signs nor business directional signs shall be illuminated directly or indirectly.
- (8). All permitted signs must be maintained in good condition and repair.
- 203.5. **ENFORCEMENT AND PENALTIES.**
- (1). The town constable, town chairman, and town supervisors shall have authority to enforce this ordinance and to remove signs not in conformance with this ordinance.
  - (2). Violations of this ordinance shall be subject to forfeiture not less than \$50.00 but not more than \$250.00. Each day of violation shall be considered a separate offense. Both the owner of the offending sign and the owner of the land on which the sign is erected are subject to forfeiture if the landowner consented to erection of the sign. Signs may be removed by the town or its agents 30 days after notice of violation is sent by registered mail to the last known address of the sign owner or landowner.

The owners of the sign and the land shall be liable for removal expenses.

203.6. VALIDITY. Shall any section or provision of this ordinance be found invalid, it shall not effect the validity

of the balance of the ordinance.

203.7. EFFECTIVE DATE. This ordinance shall be effective after its passage and publication as required by law.