

Lane, Roger

From: Lane, Roger
Sent: Thursday, March 24, 2016 3:44 PM
To: 'wendyz@premierbuildingsolutions.biz'
Subject: Petition 10965

Dear Wendy,

Dane County Zoning Division has conduct an initial review of petition 10965 in order to change the zoning to allow a billboard sign. The proposed Duluth Trading Post sign is considered an off-premise sign. Since it is over 96 square feet in size, the sign is defined as billboard.

A billboard sign is permitted in the C-1 Commercial Zoning District with some limitations that can be found in the County's sign code.

The maximum size of a billboard is 300 square feet. The current configuration appears to be two side-by-side signs and definitely exceeding the maximum size limitation. The total of both signs may not exceed 300 square feet. If the signs were painted on opposite sides of the silo, then each sign could be 300 square feet (back-to-back signs). To be a back-to-back sign, there shall be no more that an internal angle of 40 degrees between the face of the signs.

The sign may only be 35 feet above the existing roadway. Given that the base of the silo is 10 feet lower than the road, the billboard may be no higher than 45 feet up from the base of the silo.

In viewing the sign, the "Mount Horeb" emblem would not be counted as part of the billboard. The angry beaver and letters would be counted as part of the maximum 300 square foot area.

If the billboard is to be illuminated, the lighting may not produce glare as seen by the public right-of-way. In other words, the elements of the bulbs need to be shield so that you can't see the bulb from the roadway.

It is suggested to redesign the proposed billboard in order to have a clear depiction of what the billboard will actually look like in compliance with the sign code.

If you have any questions or concerns, please le me know.

Respectfully,

Roger Lane
Dane County Zoning Administrator