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3 **Sub. 1 to 2021 OA-002**

4 AMENDING CHAPTER 10 THE DANE COUNTY CODE OF ORDINANCES,
5 REVISING VARIOUS SIGN REGULATION PROVISIONS

6 The County Board of Supervisors of the County of Dane does ordain as follows:
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8 ARTICLE 1. Unless otherwise expressly stated herein, all references to section
9 and chapter numbers are to those of the Dane County Code of Ordinances.
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11 ARTICLE 2. Section 10.801 is amended and renumbered to read as follows:

12 **10.801 DEFINITIONS.**

13 As used in this section, the following words shall have the definitions indicated:

14 **(16m)** Home occupation sign. A sign which advertises a permitted home
15 occupation.

16 **(17m)** Limited family business sign. A sign which advertises a permitted limited
17 family business.

18 **(20)** *Mobile sign.* Signs attached to or painted on trailers and parked in a position
19 and location with the primary purpose of displaying the sign.

20 **(32)** *Subdivision sign.* A permanently installed sign located on the subdivision
21 property which identifies the subdivision name.

22 **(33)** *Temporary signs.* Signs which are installed for a limited time period for any
23 purpose. A permanently mounted sign shall not be considered as temporary even
24 though the message displayed is subject to periodic changes.

25 **(34)** *Trim.* A separate border or framing around the copy area of a sign.

26 **(35)** *V-shaped frame.* A sign support structure which will accommodate two signs
27 in a back-to-back position with one end of each sign mounted on a common
28 support with the other sign. The other ends of the signs are mounted on separate,
29 individual supports.

30 **(36)** *Vehicle sign.* Vehicles with signs mounted or painted on them parked off-
31 premise for the purpose of advertising rather than transportation.

32 **(37)** *Vision clearance triangle.* An unoccupied triangular space at an intersection.
33 The triangle is formed by connecting the point where each right-of-way line
34 intersects and two points located at a distance equal to the building setback
35 distance along each right-of-way line. See Sign Illustrations in Appendix.

36 **(38)** *Wall sign.* A sign mounted on and parallel to a building wall or other vertical
37 building surface. Signs on the sides of a service station pump island roof structure
38 shall be considered wall signs.
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40 ARTICLE 3. Sections 10.802(4) – (6) are renumbered to read as follows:

41 **(3)** Location standards for all signs.

42 **(a)** View blockage. No sign shall be placed in a way that blocks any part of a
43 driver's or pedestrian's vision of the road, road intersection, crosswalk, vision
44 clearance triangle, authorized traffic sign or device, or any other public
45 transportation mechanism.

- 46 **(b)** Driveway blockage. No sign may block or interfere with the visibility for
47 ingress or egress of a driveway. All signs, except auxiliary signs, if within 20 feet
48 of driveway ingress or egress, shall provide a minimum of 6 feet of clearance
49 between ground level and the bottom edge of the sign.
- 50 **(c)** Vision triangle. No sign shall be located within a vision clearance triangle.
- 51 **(d)** Road right-of-way setback requirements.
- 52 **1.** No sign shall be located within a road right-of-way.
- 53 **2.** All signs shall be setback not less than 5 feet from the right-of-way line, the
54 property line, or permanent highway easement, whichever is greater.
- 55 **(e)** Side and rear yard setback requirements. All signs shall be setback not less
56 than 5 feet from any side or rear yard, the right-of-way line, property line, or
57 permanent highway easement, whichever is greater.
- 58 **(f)** Billboards may not be located within 300 feet of an existing on-premise sign
59 or within 1,000 feet of other billboard signs.
- 60 **(g)** Off-premise sign may not be installed within the limits of a curve.
- 61 **(h)** Projecting signs may not be located directly over a public or private street,
62 drive or parking area.
- 63 **(i)** Off-Premise signs may not be located within 300 feet of on-premise
64 advertising signs.
- 65 **(j)** On-Premise Advertising Wall Signs shall be mounted flush against the
66 dwelling or building in which the business is located.
- 67 **(k)** Buildings which contain multiple businesses shall share the maximum wall
68 sign allowance by dividing the maximum area by the number of proposed
69 businesses. All business may be afforded a maximum wall sign of 20 square feet,
70 if greater than the maximum wall sign limit for the building.
- 71 **(l)** No sign shall be installed on a roof.
- 72 **(m)** No sign may be located within a permanently protected green space area or
73 mapped wetland area.
- 74 **(4)** Design standards.
- 75 **(a)** No sign shall use any word, phrase, symbol, shape, form or character in such
76 manner as to interfere with moving traffic, including signs which incorporate typical
77 street-type or traffic control-type sign designs and colors. No sign may be installed
78 at any location where by reason of its position, wording, illumination, size, shape
79 or color it may obstruct, impair, obscure, interfere with the view of, or be confused
80 with, any official traffic control sign, signal or device.
- 81 **(b)** Signs, as permitted, shall be professionally designed, constructed and
82 installed.
- 83 **(c)** Graphics. The lettering on a sign shall be clearly legible and in scale with the
84 sign surface upon which it is placed.
- 85 **(d)** Materials. Signs shall be constructed of materials which are of appropriate
86 quality and durability.
- 87 **(e)** Smooth sign face. No nails, tacks or wires shall be permitted to protrude from
88 the front of the sign.
- 89 **(f)** Illumination. All externally illuminated signs shall comply with the following
90 standards.

91 1. Light, number and direction. Signs that are illuminated from an external
92 source shall have external lights directed at only the copy area from a downward
93 angle attached to the top of the sign or sign structure. No externally illuminated
94 sign shall be up-lit or utilize light directed from the ground towards the copy area.
95 2. Glare. Light sources shall be effectively shielded to prevent beams or rays
96 of light from being directed at any portion of a road or right-of-way that are of such
97 intensity or brilliance as to cause glare or impair the vision of the driver of a motor
98 vehicle, or that otherwise interfere with any driver's operation of a motor vehicle.
99 3. All light sources to illuminate signs, internal or external, shall be shielded
100 from all adjacent buildings and rights-of-way. Light sources shall not be of such
101 brightness so as to cause glare hazardous to the motoring public or adjacent
102 buildings.
103 4. No sign shall use flashing, moving, reflecting, or changing light sources.
104 Illuminated signs or lighting devices shall employ only a light of constant intensity.
105 (g) Electronic message sign design. Changing copy and electronic message
106 signs must meet the following requirements.
107 1. On-premises ground and pylon signs shall be the only type of sign that may
108 incorporate electronic message components to the sign's copy area.
109 2. Electronic message boards are prohibited on the exterior walls of buildings.
110 3. The electronic message shall not be changed more than once every 6
111 seconds.
112 4. Malfunction. In the event of a malfunction in any portion of the electronic
113 message sign, the sign shall be turned off upon malfunction until the malfunction
114 is corrected.
115 5. Nits. Electronic message sign copy areas shall not exceed a maximum
116 illumination of 5000 nits during daylight hours and 500 nits between dusk to dawn
117 as measured from the sign's face at maximum brightness.
118 6. Dimming. All electronic message signs shall be equipped with and shall use
119 photosensitive mechanisms to automatically adjust sign brightness and contrast
120 based on ambient light conditions.
121 (5) Maintenance.
122 (a) All signs within the jurisdiction of this ordinance shall remain in a state of
123 proper maintenance. Proper maintenance shall be the absence of loose materials
124 including peeling paint, paper or other material, prevention of excessive rust, the
125 prevention of excessive vibration or shaking and the maintenance of the original
126 structural integrity of the sign, frame and other supports, its mounting and all
127 components thereof.
128 (b) Signs found to be in violation of the provisions of this section shall be
129 repaired or removed.
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132 ARTICLE 4. Section 10.803(3)(f) is amended to read as follows:
133 **10.803 SIGNS ALLOWED WITHOUT A PERMIT.**
134 (3) Temporary signs.
135 (f) Display period. Signs are limited to a period of 60 days two times per year.
136 The 60-day periods shall not run consecutively.

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ARTICLE 5. Sections 10.804(1), (4), and (6) are amended to read as follows:
10.804 SIGNS ALLOWED WITH A PERMIT. The following signs may be permitted in certain zoning districts as shown in the following Table 1 subject to the approval of a zoning permit and the sign design limitations applicable to each type of sign.

(1) Table 1: Signs Permitted with a Permit by Zoning District.

Zoning district category	Zoning District	On-Premises					Off-Premises
		Wall signs	Projecting	Ground signs < 8' off ground	Pylon signs (> 8' off ground)	Electronic message signs*	Billboards
Natural Resource & Recreational	NR-C**						
	RE	P	P	P	P		
Farmland Preservation	FP-1						
	FP-35			P			
	FP-B	P	P	P	P		
Rural Mixed Use & Transitional	AT-35			P			
	AT-B	P	P	P	P		
	AT-5	C		P			
	RM-8	C		P			
	RM-16	C		P			
Rural Residential	RR-1	C		C			
	RR-2	C		C			
	RR-4	C		C			
	RR-8	C		C			
	RR-16	C		C			
Residential	SFR-08	C		C			
	SFR-1	C		C			
	SFR-2	C		C			
	TFR-08	C		C			
	MFR-08	C		P			
Hamlet	HAM-R	C		C			
	HAM-M	P	P	P			
Commercial	LC	P		P			
	GC	P	P	P	P	P	

	HC	P	P	P	P	P	P
Processing, Manufacturing & Industrial	RI	P	P	P	P	P	
	MI	P	P	P	P	P	P
Special Use	PUD	Determined as part of site plan review by Z.A.					
<p>* On-premises ground and pylon signs, are the only types of signs that may incorporate electronic message components to the sign's copy area.</p> <p>** Subdivision signs are allowed on NR-C zoned lots located within subdivisions.</p> <p>P = Permitted with a zoning permit.</p> <p>C = Permitted if associated with a use under an approved conditional use permit.</p> <p>Conditional use permits may specify additional restrictions on signs.</p>							

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(4) On-premise ground signs. On-premise ground signs are subject to the area and placement regulations of the following Table 2 and the design standards of this section.

(a) Table 2: Dimension and Location Standards for On-Premise Ground Signs.

Use	Zoning District	Number Permitted Per road frontage	0-45 mph		46+ mph		Minimum Setbacks (ft.)	
			Max area sq. ft.	Max height ft.	Max area sq. ft.	Max height ft.	From lot line	From residential district
Natural Resource & Recreational	RE	1	32	12	32	16	5	25
Farmland Preservation	FP-35	1*	32	12	32	12	5	25
	FP-B	1*	32	12	64	16	5	25
Rural Mixed Use & Transitional	AT-35	1*	32	12	32	12	5	25
	AT-B	1*	32	12	64	12	5	25
	AT-5	1*	32	12	32	16	5	25
	RM-8	1*	32	12	32	12	5	25
	RM-16	1*	32	12	32	12	5	25
Rural Residential	RR-1	1*	32	12	32	12	5	25
	RR-2	1*	32	12	32	12	5	25
	RR-4	1*	32	12	32	12	5	25
	RR-8	1*	32	12	32	12	5	25
Residential	SFR-08	1*	32	12	32	12	5	25
	SFR-1	1*	32	12	32	12	5	25
	TFR-08	1*	32	12	32	12	5	25
	MFR-08	1	32	12	32	12	5	25

Hamlet	HAM-R	1	32	12	32	16	4	25
	HAM-M	1	32	12	32	12	4	25
Commercial	LC	1	32	12	64	16	5	25
	GC	1	32	12	64	16	5	25
	HC	1	32	12	64	16	5	50
Processing, Manufacturing & Industrial	RI	1	32	12	64	16	5	100
	MI	1	32	12	64	16	5	100

* Crop signs shall have a maximum size of 3 square feet and be erected to a height not to exceed 10 feet. There shall not be more than one sign per row of crop.

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(6) On-premise wall signs. Wall signs are subject to the design standards of the following Table 4.

(a) Table 4: Dimension and Location Standards for Wall Signs.

TABLE 4

Use	Zoning District	Maximum Area (sq. ft.)		Maximum Height (sq. ft.)		Number of Signs Permitted per Building		
						Number of road frontages on zoning lot		
		0-45 mph	46+ mph	0-45 mph	46+ mph*	1	2**	3**
Recreational	RE	100	300	20	50	2	3	4
Farmland Preservation	FP-B	100	300	20	50	2	3	4
Rural Mixed Use & Transitional	AT-35	100	300	20	50	2	3	4
	AT-5	100	100	20	20	2	32	42
	AT-B	100	300	20	50	2	3	4
	RM-8	100	100	20	20	2	32	42
	RM-16	100	100	20	20	2	32	42
Rural Residential	RR-1	32	32	20	20	1	2	42
	RR-2	32	32	20	20	1	2	42
	RR-4	32	32	20	20	1	2	42
	RR-8	32	32	20	20	1	2	42
	RR-16	32	32	20	20	1	2	2
Residential	SFR-08	32	32	20	20	1	2	42
	SFR-1	32	32	20	20	1	2	42
	SFR-2	32	32	20	20	1	2	2
	TFR-08	32	32	20	20	2	3	4
	MFR-08	32	32	20	20	2	3	4

Hamlet	HAM-R	32	32	20	20	2	3	4
	HAM-M	32	32	20	20	2	3	4
Commercial	LC, GC, HC	100	300	20	50	2	3	4
Processing, Manufacturing & Industrial	RI, MI	100	300	20	50	2	3	4
Special Use	PUD	Determined as part of site plan review by Z.A.						
	*	For buildings 6 stories or more in height, a wall sign may also be located within 20 feet of the top of the building.						
	**	The maximum size and height of signs on zoning lots with 2 or more road frontages shall be determined by reference to the nearest adjacent road.						
In no event shall there be more than two walls signs on any one side of the building. Wall signs shall be located only on the building containing the business advertised on the sign.								

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- (b)** Design standards.
- 1.** Wall Signs. Wall signs shall not project more than 1 foot from the building wall to which it is attached and shall not project above the building wall. Wall signs may be internally or externally illuminated only in the GC, HC and MI zoning districts.
 - 2.** Sign Regulations. See Appendix – Table 4.
- ARTICLE 6. Sections 10.804(9) – (12) are created to read as follows:
- (9)** Subdivision signs.
- (a)** Shall comply with the location standards of this ordinance.
 - (b)** Shall have a maximum size of 32 square feet and be erected to a height not to exceed 6 feet.
 - (c)** Shall be limited to one subdivision sign per subdivision.
- (10)** Projecting signs shall have a maximum size of 21 square feet and be installed to a height not to exceed 15 feet. Such signs shall be located on the building containing the business advertised on the sign. Projecting signs shall not extend more than 3 feet from the face of a building and the lowest portion of such signs shall not be less than 8 feet above the finished grade of a sidewalk or other pedestrian way.
- (11)** Home occupation signs shall have a maximum size of 2 square feet and shall be located on the premises of the business advertised on the sign.
- (12)** Limited family signs. A maximum of two on-premise signs are permitted.
- (a)** One wall sign shall be limited to a maximum size of 12 square feet erected to a height not to exceed 8 feet. Such sign shall be located on the building in which the business advertised on the sign is located.

183 (b) One ground sign shall be a driveway entrance sign limited to a maximum size
184 of 16 square feet and a maximum height of 8 feet.

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186 ARTICLE 7. Section 10.806(2)(a)2. is amended to read as follows:

187 **10.806 ADMINISTRATION.**

188 (2) Applications and Permits.

189 (a) Required materials to be submitted for sign permit applications:

190 1. Completed application form.

191 2. Site Plan. The location of all buildings on the lot shall be provided. The
192 locations of all existing and proposed signs shall be provided. Distance of the
193 proposed sign to property lines shall be provided. Dimensions of the property
194 lines shall be provided. Site plan shall be drawn to scale using an architect's
195 scale (i.e. 1/8" = 1'0") or engineers scale (i.e. 1" = 10').

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197 *[EXPLANATION: On January 17, 2019 Dane County adopted a Comprehensive*
198 *Revision of its Zoning Code. This amendment adopts multiple revisions to the*
199 *Sign Regulations subchapter of the Zoning Code.]*

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