

2021 OA-002

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

The County Board of Supervisors of the County of Dane does ordain as follows:

ARTICLE 1. Unless otherwise expressly stated herein, all references to section and chapter numbers are to those of the Dane County Code of Ordinances.

ARTICLE 2. Section 10.801 is amended and renumbered to read as follows:

**10.801 DEFINITIONS.**

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

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

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

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

~~(28) Road classification. The system of classifying roads, according to the following:~~

~~(a) Class A — All federal and state highways and designated county highways.~~

~~(b) Class B — All county highways except those designated as class A.~~

~~(c) Class C — All town roads.~~

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

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

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

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

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

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

(387) Wall sign. A sign mounted on and parallel to a building wall or other vertical building surface. Signs on the sides of a service station pump island roof structure shall be considered wall signs.

ARTICLE 3. Sections 10.802(4) – (6) are renumbered to read as follows:

(3)(4) Location standards for all signs.

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

92 (e) Smooth sign face. No nails, tacks or wires shall be permitted to protrude from  
93 the front of the sign.

94 (f) Illumination. All externally illuminated signs shall comply with the following  
95 standards.

96 1. Light, number and direction. Signs that are illuminated from an external  
97 source shall have ~~a maximum of 4~~ external lights directed at only the copy area  
98 from a downward angle attached to the top of the sign or sign structure. No  
99 externally illuminated sign shall be up-lit or utilize light directed from the ground  
100 towards the copy area.

101 2. Glare. Light sources shall be effectively shielded to prevent beams or rays  
102 of light from being directed at any portion of a road or right-of-way that are of such  
103 intensity or brilliance as to cause glare or impair the vision of the driver of a motor  
104 vehicle, or that otherwise interfere with any driver's operation of a motor vehicle.

105 3. All light sources to illuminate signs, internal or external, shall be shielded  
106 from all adjacent buildings and rights-of-way. Light sources shall not be of such  
107 brightness so as to cause glare hazardous to the motoring public or adjacent  
108 buildings.

109 4. No sign shall use flashing, moving, reflecting, or changing light sources.  
110 Illuminated signs or lighting devices shall employ only a light of constant intensity.

111 (g) Electronic message sign design. Changing copy and electronic message  
112 signs must meet the following requirements.

113 1. On-premises ground and pylon signs shall be the only type of sign that may  
114 incorporate electronic message components to the sign's copy area.

115 2. Electronic message boards are prohibited on the exterior walls of buildings.

116 3. The electronic message shall not be changed more than once every 6  
117 seconds.

118 4. Malfunction. In the event of a malfunction in any portion of the electronic  
119 message sign, the sign shall be turned off upon malfunction until the malfunction  
120 is corrected.

121 5. Nits. Electronic message sign copy areas shall not exceed a maximum  
122 illumination of 5000 nits during daylight hours and 500 nits between dusk to dawn  
123 as measured from the sign's face at maximum brightness.

124 6. Dimming. All electronic message signs shall be equipped with and shall use  
125 photosensitive mechanisms to automatically adjust sign brightness and contrast  
126 based on ambient light conditions.

127 ~~(5)(6)~~ Maintenance.

128 (a) All signs within the jurisdiction of this ordinance shall remain in a state of  
129 proper maintenance. Proper maintenance shall be the absence of loose materials  
130 including peeling paint, paper or other material, prevention of excessive rust, the  
131 prevention of excessive vibration or shaking and the maintenance of the original  
132 structural integrity of the sign, frame and other supports, its mounting and all  
133 components thereof.

134 (b) Signs found to be in violation of the provisions of this section shall be  
135 repaired or removed.

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138 ARTICLE 4. Section 10.803(3)(f) is amended to read as follows:

139 **10.803 SIGNS ALLOWED WITHOUT A PERMIT.**

140 (3) Temporary signs.

141 (f) Display period. Signs are limited to a period of ~~6~~30 days two times per year.

142 The ~~6~~30-day periods shall not run concurrently.

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144 ARTICLE 5. Section 10.804(6) is amended to read as follows:

145 **10.804 SIGNS ALLOWED WITH A PERMIT.** The following signs may be  
 146 permitted in certain zoning districts as shown in the following Table 1 subject to  
 147 the approval of a zoning permit and the sign design limitations applicable to each  
 148 type of sign.

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

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

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**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	<del>3</del> <u>100</u>	20	<del>5</del> <u>20</u>	2	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
	AT-B	100	300	20	50	2	3	4
	RM-8	100	100	20	20	2	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
Rural Mixed Use & Transitional	RM-16	100	<del>3</del> <u>100</u>	20	<del>5</del> <u>20</u>	2	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
	RR-1	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	<del>1</del> <u>2</u>	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
Rural Residential	RR-2	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	<del>1</del> <u>2</u>	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
	RR-4	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	<del>1</del> <u>2</u>	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
	RR-8	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	<del>1</del> <u>2</u>	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
	Residential	SFR-08	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	<del>1</del> <u>2</u>	<del>3</del> <u>2</u>
Residential	SFR-1	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	<del>1</del> <u>2</u>	<del>3</del> <u>2</u>	<del>4</del> <u>2</u>
	TFR-08	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	2	3	4
	MFR-08	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>100</del>	20	20	2	3	4
	Hamlet	HAM-R	<del>3</del> <u>2</u> <del>100</del>	<del>3</del> <u>2</u> <del>300</del>	20	<del>5</del> <u>20</u>	2	3
HAM-M		100	<del>3</del> <u>100</u>	20	<del>5</del> <u>20</u>	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.

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**1.** Wall Signs. Wall signs shall not project more than 1 foot from the building wall to which it is attached ~~and shall be set back from the end of the building, or party wall line for a distance of at least 3 feet~~ 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.

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**2.** ~~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.~~

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**3.** Sign Regulations.

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See Appendix – Table 4.

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ARTICLE 6. Sections 10.804(9) – (12) are created to read as follows:

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**(9)** Subdivision signs.

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**(a)** Shall comply with the location standards of this ordinance.

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**(b)** Shall have a maximum size of 32 square feet and be erected to a height not to exceed 6 feet.

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**(c)** Shall be limited to one subdivision sign per subdivision.

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**(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.

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**(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.

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**(12)** Limited family signs. A maximum of two on-premise signs are permitted.

185 (a) One wall sign shall be limited to a maximum size of 12 square feet erected to  
186 a height not to exceed 8 feet. Such sign shall be located on the building in which  
187 the business advertised on the sign is located.

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

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

192 **10.806 ADMINISTRATION.**

193 **(2)** Applications and Permits.

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

195 **1.** Completed application form.

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

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

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