

2016 OA-083

AMENDING CHAPTER 10 OF THE DANE COUNTY CODE OF ORDINANCES,
AUTHORIZING ELECTRONIC SIGNS IN THE A-1EX EXCLUSIVE
AGRICULTURAL DISTRICT

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 10.71(16) is amended to read as follows:

(16) *Electronic sign* shall mean ~~an advertising sign whose message may be changed by electronic process, any sign, which may or may not include text, where the sign face is electronically programmed and can be modified by electronic processes including television, plasma, and digital screens, holographic displays, multi-vision slatted signs, and other similar media.~~

ARTICLE 3. Section 10.71(28m) is created to read as follows:

(28m) *Nit* means a unit of measurement of luminance, or the intensity of visible light, where one nit is equal to one candela per square meter.

ARTICLE 4. Section 10.71(46) is amended to read as follows:

(46) *Vision clearance triangle* shall mean ~~the area in each quadrant of an intersection which is bounded by the right-of-way lines of the roads and a vision clearance setback line connecting points on each right-of-way line which are located a distance back from the intersection equal to the setback required for each road. See diagram below.~~

See Appendix
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an unoccupied triangular space at the road corner of a corner lot. 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 right-of-way setback distance along each right-of-way line.

ARTICLE 5. Section 10.72(9) is amended to read as follows:

(9) Electronic signs are permitted in the following zoning districts: A-1 Exclusive Agriculture, A-B Agriculture-Business, B-1 Local Business, C-1 Commercial, C-2 Commercial, EXP-1 Exposition, M-1 Industrial.

ARTICLE 6. Section 10.73(15) is amended to read as follows:

(15) Electronic signs may be used only to advertise activities conducted or goods and services available on the property on which the signs are located or to present public service information. ~~Electronic signs may not display a message~~

47 ~~for less than one-half of a second and may not repeat a message at intervals of~~
48 ~~less than 2 seconds. A traveling message may not travel slower than 16 light~~
49 ~~columns per second nor faster than 32 light columns per second. Electronic off-~~
50 ~~premise advertising (billboard) signs are prohibited.~~

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52 ARTICLE 7. Section 10.76 shall be amended to read as follows:

53 **10.76 DESIGN REQUIREMENTS.**

54 ~~(1) Illumination of signs, must be designed so that the lighting element is shielded~~
55 ~~from view from any adjacent residence and from vehicular traffic. Neon and~~
56 ~~fiber-optic lighting and electronic signs are exempt from this regulation.~~

57 ~~(a) Light Number and Direction. Signs that are illuminated from an external~~
58 ~~source shall have a maximum of 4 external lights directed at only the copy area~~
59 ~~from a downward angle attached to the top of the sign or sign structure.~~

60 ~~(b) Glare. Light sources shall be effectively shielded to prevent beams or rays of~~
61 ~~light from being directed at any portion of a road that are of such intensity or~~
62 ~~brilliance as to cause glare or impair the vision of the driver of a motor vehicle, or~~
63 ~~that otherwise interfere with any driver's operation of a motor vehicle.~~

64 ~~(c) No sign shall use flashing, moving, reflecting, or changing light sources.~~

65 ~~(2) No sign shall use any word, phrase, symbol, shape, form or character in~~
66 ~~such manner as to interfere with moving traffic, including signs which incorporate~~
67 ~~typical street-type or traffic control-type sign designs and colors. No sign may be~~
68 ~~installed at any location where by reason of its position, wording, illumination,~~
69 ~~size, shape or color it may obstruct, impair, obscure, interfere with the view of, or~~
70 ~~be confused with, any official traffic control sign, signal or device.~~

71 ~~(3) Electronic message sign design.~~

72 ~~(a) On-premises ground and pylon signs shall be the only type of sign that may~~
73 ~~incorporate electronic message components to the sign's copy area.~~

74 ~~(b) The electronic message shall not be changed more than once every 6~~
75 ~~seconds.~~

76 ~~(c) Malfunction. In the event of a malfunction in any portion of the electronic~~
77 ~~message sign, the sign shall be turned off upon notification until the malfunction~~
78 ~~is corrected.~~

79 ~~(d) Nits. Electronic message sign copy areas shall not exceed a maximum~~
80 ~~illumination of 5000 nits during daylight hours and 500 nits between dusk to dawn~~
81 ~~as measured from the sign's face at maximum brightness.~~

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83
84 ARTICLE 8. Section 10.77 shall be amended and renumbered to read as
85 follows:

86 **10.77 LOCALIONAL AND SETBACK REGULATIONS.**

87 ~~(1) All signs shall be located a minimum of 5 feet from a public right-of-way or~~
88 ~~permanent highway easement.~~

89 ~~(2) All signs shall be located a minimum of 5 feet from a side property line.~~

90 ~~(3) All signs shall be located a minimum of 5 feet from a rear property line.~~

91 ~~(4)~~ Billboards may not be located within 300 feet of existing on-premise
92 advertising signs.

93 ~~(25)~~ Off-premise signs may not be installed within the limits of any curve.

- 94 | ~~(36)~~ Crop signs shall be located within 50' of the crop identified.
- 95 | ~~(47)~~ Directory signs may not be located within 300 feet of existing on-premise
96 | advertising signs.
- 97 | ~~(58)~~ No sign may block or interfere with the visibility for ingress or egress of a
98 | driveway. All signs, except auxiliary signs, that are adjacent to driveway ingress
99 | or egress, shall provide a minimum of 6 feet of clearance between ground level
100 | and the bottom edge of the sign.
- 101 | ~~(69)~~ No sign may be located within a permanently protected green space area.
- 102 | ~~(10)~~ No sign may be located in a visibility triangle.
- 103 | ~~(711)~~ Home occupation signs shall be mounted on the residence in which the
104 | occupation is located.
- 105 | ~~(8)~~ Limited family business signs shall be mounted on the building in which the
106 | business is located.
- 107 | ~~(912)~~ Each primary building housing a separate unaffiliated business on a parcel
108 | is allowed to have the total related signs as permitted by this ordinance, e. g.,
109 | each building in a condominium plat and each leased or rented building in a
110 | complex shall be entitled to the total number of signs. Businesses located in one
111 | building must share the total signs allocated to the building.
- 112 | ~~(103)~~ Projecting signs may not be located directly over a public or private street,
113 | drive or parking area.
- 114 | ~~(114)~~ Ground and pylon signs may not be located less than 5 feet from a rear lot
115 | line.
- 116 | ~~(125)~~ No sign shall be located within a road right-of-way.
- 117 | ~~(136)~~ No sign shall be installed on a roof.

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119 | ARTICLE 9. Section 10.83 is repealed.

120 | ~~10.83 SET BACK REGULATIONS. (1) All signs shall be located a minimum of~~
121 | ~~5 feet from the road right-of-way except as otherwise provided by this ordinance.~~

122 | ~~(2) A ground sign located on the premises of an existing business and whose~~
123 | ~~bottom edge is less than 6 feet above ground level shall be set back the greater~~
124 | ~~of the centerline distance or the right-of-way distance as specified in the following~~
125 | ~~schedule:~~

126 | ~~TYPE FEET FROM FEET FROM~~
127 | ~~OF ROAD CENTERLINE RIGHT-OF-WAY~~

128 | ~~Class A 100 42~~

129 | ~~Class B 75 42~~

130 | ~~Class C 63 30~~

131 | ~~Class D not applicable 20~~

132 | ~~Class E not applicable 30~~

133 | ~~(3) Ground and pylon signs shall be located a minimum of 5 feet from a side lot~~
134 | ~~line.~~

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137 | *[EXPLANATION: This amendment revises the provisions for electronic signs and*
138 | *permits electronic signs in the A-1 EX Exclusive Agriculture District and will allow*
139 | *ground signs to be located 5 feet from the street (highway) right-of-way.]*