

6167 **10.800. Subchapter II: Sign Regulations**

6168 (1) Title.

6169 This subchapter shall be known as “The Dane County Sign Ordinance.”

6170 (2) Purpose

6171 Regulate signs for all properties within the jurisdiction of this ordinance and to ensure the
6172 public safety, preservation of scenic beauty and the implementation of the desired overall
6173 character of the community and its constituent zoning districts, by regulating the number,
6174 location, size, type, illumination, and other physical characteristics of signs within Dane County.

6175 (3) Applicability.

6176 The requirements and provisions of this subchapter shall apply to all signs that are erected,
6177 relocated, structurally altered, maintained or reconstructed after the effective date of this
6178 Ordinance. It shall be unlawful and in violation for any person to erect, relocate, structurally
6179 alter, maintain, or reconstruct any sign; except in compliance with the requirements of this
6180 section.

6181 (4) Substitution.

6182 Signs containing non-commercial speech are permitted anywhere that advertising or business
6183 signs are permitted, subject to the same regulations applicable to such signs.

6184 (5) Severability.

6185 **(a)** Should any section, clause or provision of this subchapter be declared by the courts to be
6186 invalid, the same shall not affect the validity of this subchapter as a whole or any part
6187 thereof, other than the part so declared to be invalid.

6188 **(b)** This subchapter shall be construed to repeal the provisions of any other ordinance in
6189 conflict with its provisions.

6190

6191

10.801. Definitions.

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

(1) Sign

Any object, device, display, structure or part thereof, situated outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any, including words, letters, figures, designs, symbols, fixtures, colors, illumination or projected images. As used herein sign does not include the flag or emblem of any nation, organization of nations, or other governmental or municipal agencies or units; traffic control or other public agency signs; community information signs; displays within the confines of a building; merchandise, pictures or models of products or services incorporated in a window display; works of art which in no way identify a product or service; sculptural representation of an organization's or business's logo which do not contain any words and are not illuminated except that only one such representation of a particular business's or organization's logo is permitted; scoreboards located on athletic fields; and signs ~~mounted or~~ painted on commercial vehicles and the same are expressly excepted from regulation under this section.

(2) Abandoned sign.

A sign is abandoned if a business advertised on that sign is no longer doing business at that location.

(3) Agriculture sign

A sign advertising agricultural products which are available at a specific farm or are being produced on the farm on which the sign is located.

(4) Air dancer.

An inflatable object, with or without text, that moves and is designed to attract attention.

(5) Apartment complex sign.

A sign that provides identification for an apartment complex on which the sign is located.

(6) Appendage sign

An additional sign mounted above or hung below the primary sign face.

(7) Auxiliary sign.

A sign mounted separately and apart from the primary sign and which provides supplemental information such as services, price, hours of operation, directions, warning, etc.

(8) Awning sign>

A sign painted or installed on an awning.

- 6225 (9) Back-to-back sign.
6226 Signs that are mounted back to back with the sign faces in opposing directions or on a 'v-
6227 shaped' frame with an internal angle of less than 40. 'V-shaped' frame signs with an internal
6228 angle larger than 40 shall be considered side-by-side signs.
- 6229 (10) Billboard
6230 An off-premise advertising sign with a copy area greater than 96 square feet.
- 6231 (11) Community information sign.
6232 A municipally-owned sign which displays information of interest to the general community
6233 regarding public places, events or activities.
- 6234 (12) Construction sign.
6235 A temporary sign which describes or identifies a demolition or construction project taking place
6236 on the premises.
- 6237 (13) Crop sign.
6238 A temporary sign which designates a variety, brand, or provides other identification of an
6239 agricultural crop, fertilizer, herbicide or pesticide that is being grown or used at a specific
6240 location.
- 6241 (14) Development sign.
6242 A sign which directs attention to a pending development of a property.
- 6243 (15) Directional sign.
6244 An on-premise auxiliary sign which provides direction for pedestrian or vehicular traffic, e.g.,
6245 enter, exit, parking, or location of any place or area on the same premise.
- 6246 (16) Directory sign
6247 An off-premise advertising sign with a copy area of 96 square feet or less.
- 6248 (17) Double decked sign.
6249 Billboards or directory signs which are mounted one above the other.
- 6250 (18) Electronic message sign
6251 Any sign, which may or may not include text, where the sign face is electronically programmed
6252 and can be modified by electronic processes including television, plasma, and digital screens,
6253 holographic displays, multi-vision slatted signs, and other similar media.
- 6254 (19) Farm sign
6255 An on-premise sign identifying a farm by its name or by the farmer's name.

- 6256 (20) Feather flag or feather banner.
6257 A sign shaped like a feather or is rectangular in shape designed to move, and that is not
6258 permanently attached to the ground.
- 6259 (21) Garage sale sign.
6260 An on-premise sign identifying the occasional sale of personal property items. A garage sale
6261 sign does not include a sign advertising business products or produce.
- 6262 (22) Graphic sign.
6263 A sign which is an integral part of a building façade. The sign is painted directly on or otherwise
6264 permanently embedded in the façade.
- 6265 (23) Ground
6266 The average elevation of the ground upon which the sign supports are placed, except when the
6267 sign supports rest upon a berm or other area elevated above the surrounding ground. In such
6268 cases, the average elevation of the base of such berm or other area shall be considered as the
6269 ground.
- 6270 (24) Ground sign
6271 A freestanding sign mounted on supports or uprights and whose bottom edge is less than 8
6272 feet above the ground.
- 6273 (25) Group sign
6274 A sign displaying the names of a group of businesses which are located in the same locale such
6275 as a city, village, shopping center, office or commercial park, etc.
- 6276 (26) Home occupation sign
6277 A sign which advertises a permitted home occupation.
- 6278 (27) Intersection
6279 The point at which the right-of-way lines meet or, for highway interchanges, the beginning and
6280 ending points of the on and off ramps. A “t” intersection shall be considered the same as a four-
6281 way intersection in the determination of the required distance of signs from said intersection.
- 6282 (28) Limited family business or limited farm business sign.
6283 A sign which advertises a limited family business or limited farm business authorized by an
6284 approved conditional use permit.
- 6285 (29) Logo
6286 An emblem, symbol or trademark identification placed on signs.
- 6287 (30) Marquee sign

10.801(31) *Definitions.*
2018

Last updated March 8, 2018~~March 7, 2018~~~~February 27,~~

- 6288 A sign mounted on an overhanging canopy of a theater, auditorium, fairground, museum or
6289 other such use.
- 6290 (31) Mobile sign
6291 A sign mounted on a frame or chassis designed to be easily relocated and not permanently
6292 affixed to the ground or other structure.
- 6293 (32) Nit
6294 A measurement of visible light intensity used to specify brightness.
- 6295 (33) Obscene.
6296 As defined in Section 10.004 (8)(a).
- 6297 (34) Off-premise advertising sign
6298 A sign which directs attention to a business, commodity, service or entertainment conducted,
6299 sold or offered elsewhere other than upon the premises where the sign is displayed.
- 6300 (35) On-premise advertising sign
6301 A sign which directs attention to a business, commodity, service or entertainment sold, offered
6302 or conducted on the same premises that the sign is located.
- 6303 (36) Parking lot sign
6304 An auxiliary sign that lists the rules and regulations for the parking lot.
- 6305 (37) Political sign
6306 A sign the message of which relates to a political party, a candidate for public office or a
6307 political issue.
- 6308 (38) Private property protection sign
6309 A sign containing the words “no trespassing”, “no hunting”, “no entry”, “private property” or
6310 similar language indicating an intent to deny entry to the general public. Private property
6311 protection signs include signs erected to conform to s. 943.13(s)(a) or (b), Wis. Stats.
- 6312 (39) Projecting sign
6313 An on-premise sign advertising sign, other than a wall sign which is attached to and projects
6314 out from a wall or a building.
- 6315 (40) Public Sign
6316 Signs owned by the town, village, city, county, state or federal government including, but not
6317 limited to, street signs, safety signs, danger signs, traffic signs, signs of historical interest,
6318 identification signs, and signs for public buildings or uses.

10.801(41) *Definitions.*
2018

Last updated March 8, 2018~~March 7, 2018~~~~February 27,~~

- 6319 ~~(40)~~(41) Pylon sign
6320 A freestanding sign erected upon one or more pylons or posts the bottom edge of which is
6321 greater than eight feet above ground level.
- 6322 ~~(41)~~(42) Real estate sign
6323 A sign that provides identification of property that is for lease, rent or sale.
- 6324 ~~(42)~~(43) Road classification.
6325 The system of classifying roads, according to the following:
6326 (a) Class A – All federal and state highways and designated county highways
6327 (b) Class B – All county highways except those designated as class A
6328 (c) Class C – All town roads
- 6329 ~~(43)~~(44) Side-by-side signs
6330 Two or more signs mounted adjacently on the same structure. Signs mounted on a 'v-shaped'
6331 frame that has an internal angle larger than 40 shall be considered side-by-side signs.
- 6332 ~~(44)~~(45) Sign copy area
6333 The total area of a sign face which may be used for display of advertising, message,
6334 announcement, etc.
- 6335 ~~(45)~~(46) Sign face.
6336 ~~The total surface of a sign including the trim and copy area.~~ Sign prepared with the background
6337 as part of the face.
- 6338 ~~(46)~~ Signable wall area
6339 ~~The designated area of the wall of a building, up to the roof line, which is free of windows and~~
6340 ~~doors.~~
- 6341 (47) Subdivision sign (permanent)
6342 A permanently installed sign located on the subdivision property which identifies the
6343 subdivision name, etc.
- 6344 (48) Subdivision sign (temporary)
6345 A sign which advertises the development of a residential or commercial subdivision plat.
- 6346 (49) Temporary signs
6347 Signs which are installed for a limited time period for the purpose of advertising a forthcoming
6348 event, e. g., retailer's signs temporarily displayed for the purpose of informing the public of a
6349 sale or special offer, garage sale signs, church or club event signs, etc. A permanently mounted
6350 sign shall not be considered as temporary even though the message displayed is subject to
6351 periodic changes.

10.801(50) *Definitions.*
2018

Last updated March 8, 2018~~March 7, 2018~~~~February 27,~~

- 6352 (50) Trim
6353 A separate border or framing around the copy area of a sign.
- 6354 (51) V-shaped frame
6355 A sign support structure which will accommodate two signs in a back-to-back position with one
6356 end of each sign mounted on a common support with the other sign. The other ends of the
6357 signs are mounted on separate, individual supports.
- 6358 (52) Vehicle sign
6359 Vehicles with signs mounted or painted on them parked off-premise for the purpose of
6360 advertising rather than transportation.
- 6361 (53) Vision clearance triangle
6362 An unoccupied triangular space at the road corner of a corner lot. The triangle is formed by
6363 connecting the point where each right-of-way line intersects and two points located at a
6364 distance equal to the right-of-way setback distance along each right-of-way line.
- 6365 (54) Wall sign
6366 A sign mounted on and parallel to a building wall or other vertical building surface. Signs on the
6367 sides of a service station pump island roof structure shall be considered wall signs.
6368

10.802. Standards and Requirements for Signs in All Zoning Districts

(1) Prohibited signs.

The following signs are prohibited in any zoning district:

- (a) Abandoned signs.
- (b) Electronic message signs, except as provided in this section.
- (c) Double-decker signs
- (d) Graphic signs.
- (e) Inflatable signs.
- (f) Air dancers.
- (g) Feather flags.
- (h) Mobile signs. Signs attached to or painted on vehicles/trailers and parked in a position and location with the primary purpose of displaying the sign, are prohibited.
- (i) Portable signs.
- (j) Noise making, steam emitting, or odor emitting signs.
- (k) Obscene signs.
- (l) Roof signs.
- (m) Signs that block ingress or egress. Any sign that is placed or maintained so as to interfere with free ingress to or egress from any door, window, fire escape or parking lot.
- (n) Signs that employ any parts or elements that revolve, rotate, whirl, spin, flash or otherwise make use of mechanical, off-premise human or electronic derived motion, to attract attention.
- (o) Signs that imitate or resemble any official traffic sign, signal or device.
- (p) Signs on street trees.
- (q) Signs on utility poles, electrical boxes, traffic control devices, or other public utilities.

(2) Computation and Rules of Measurement.

(a) Measurement of sign area. For purposes of determining compliance with the sign area requirements of this ordinance, sign area shall be calculated as follows:

1. Measurement of a ground or pylon sign shall be of the sign face excluding the necessary supports or uprights on which the sign is placed.
- ~~2. Air under ground and between projecting and marquee sign. Air under a ground sign between supporting posts, air between a projecting sign and the wall to which it is attached, and lighting fixtures and associated brackets shall not be included in the calculation of sign area.~~
- 3.2.** Sign faces. Where a sign has 2 faces, the area of all faces shall be included in determining the area of the sign, except where 2 such faces are placed back to back. The area of the sign shall be taken as the area of one face if the 2 faces are of equal area, or as the area of the larger face if the 2 faces are of unequal area. No sign shall have more than 2 faces.

10.802(1) *Standards and Requirements for Signs in All Zoning Districts*

Last updated ~~March 8, 2018~~~~March 7, 2018~~February 27, 2018

4.3. For wall signs, measurement will be of the sign copy area only.

~~**5.** Number and area of signs. The number and area of building-mounted signs shall be based on linear feet of building wall per Section (15)(a)1.~~
1. The copy area of signs which have a face, border or trim shall consist of the entire surface area of the sign on which copy could be placed. Copy area of a sign whose message is applied to a background which provides no face, border or trim shall be the area of the smallest rectangle which can encompass emblems and other elements of the sign message.

(3) Location standards for all signs.

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

(b) Driveway blockage. No sign may block or interfere with the visibility for ingress or egress of a driveway. All signs, except auxiliary signs, that are adjacent to driveway ingress or egress, shall provide a minimum of 6 feet of clearance between ground level and the bottom edge of the sign.

(c) Vision clearance triangle. No sign shall be located within a vision clearance triangle.

(d) Road right-of-way setback requirements.

1. No sign shall be located within a road right-of-way.

2. All signs shall be setback not less than 5 feet from the right-of-way line, the property line, or permanent highway easement, whichever is greater.

(e) Side and rear yard setback requirements.

~~1. Off-premises ground and wall signs shall meet the minimum required setbacks for an accessory structure as expressed within which the proposed sign is located.~~

2.1. On-premises ground and wall signs shall be setback not less than 5 feet from any side or rear yard, the right-of-way line, property line, or permanent highway easement, whichever is greater.

(f) Billboards may not be located within 300 feet of existing on-premise sign.

(g) Off-premise sign may not be installed within the limits of a curve.

(h) Projecting signs may not be located directly over a public or private street, drive or parking area.

(i) Directory signs may not be located within 300 feet of existing on-premise advertising signs.

(j) Home occupation signs shall be mounted on the residence in which the occupation is located.

(k) Limited family business or limited farm business signs shall be mounted on the building in which the business is located.

(l) Buildings which contain multiple businesses shall share the maximum wall sign allowance by dividing the maximum area by the number of proposed businesses. All business may be afforded a maximum wall sign of 20 square feet, if greater than the maximum wall sign limit for the building.

10.802(1) *Standards and Requirements for Signs in All Zoning Districts*

Last updated ~~March 8, 2018~~March 7, 2018~~February 27, 2018~~

6447 (m) No sign shall be installed on a roof.

6448 (n) No sign may be located within a permanently protected green space area.

6449 (4) Design Standards

6450 ~~(a)~~ Illumination of signs must be designed so that the lighting element is shielded from view
6451 from any adjacent residence and from vehicular traffic. Neon and fiber optic lighting and
6452 electronic signs are exempt from this regulation.

6453 ~~(b)~~(a) No sign shall use any word, phrase, symbol, shape, form or character in such manner as
6454 to interfere with moving traffic, including signs which incorporate typical street-type or
6455 traffic control-type sign designs and colors. No sign may be installed at any location where
6456 by reason of its position, wording, illumination, size, shape or color it may obstruct, impair,
6457 obscure, interfere with the view of, or be confused with, any official traffic control sign,
6458 signal or device.

6459 ~~(c)~~(b) Signs, as permitted, shall be professionally designed, constructed and installed.

6460 ~~(d)~~(c) Graphics. The lettering on a sign shall be clearly legible and in scale with the sign surface
6461 upon which it is placed.

6462 ~~(e)~~(d) Materials. Signs shall be constructed of materials which are of appropriate quality and
6463 durability.

6464 ~~(f)~~(e) Smooth sign face. No nails, tacks or wires shall be permitted to protrude from the front
6465 of the sign.

6466 ~~(g)~~(f) Illumination. All externally illuminated signs shall comply with the following standards.

6467 1. Light, number and direction. Signs that are illuminated from an external source shall have
6468 a maximum of 4 external lights directed at only the copy area from a downward angle
6469 attached to the top of the sign or sign structure. No externally illuminated sign shall be
6470 up-lit or utilize light directed from the ground towards the copy area.

6471 2. Glare. Light sources shall be effectively shielded to prevent beams or rays of light from
6472 being directed at any portion of a road or right-of-way that are of such intensity or
6473 brilliance as to cause glare or impair the vision of the driver of a motor vehicle, or that
6474 otherwise interfere with any driver's operation of a motor vehicle.

6475 3. All light sources to illuminate signs, internal or external, shall be shielded from all
6476 adjacent buildings and rights-of-way. Light sources shall not be of such brightness so as
6477 to cause glare hazardous to the motoring public or adjacent buildings.

6478 4. No sign shall use flashing, moving, reflecting, or changing light sources. Illuminated signs
6479 or lighting devices shall employ only a light of constant intensity.

6480 ~~(h)~~(g) Electronic message sign design. Changing copy and electronic message signs must meet
6481 the following requirements.

6482 1. On-premises ground and pylon signs shall be the only type of sign that may incorporate
6483 electronic message components to the sign's copy area.

6484 2. Electronic messages are prohibited on wall signs.

6485 3. The electronic message shall not be changed more than once every 6 seconds.

6486 6. Animation is not allowed.

10.802(1) Standards and Requirements for Signs in All Zoning Districts

Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

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

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

9.6. Dimming. ~~Any sign~~All electronic message signs shall be equipped with and shall use photosensitive mechanisms to automatically adjust sign brightness and contrast based on ambient light conditions.

(5) Maintenance

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

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

(6) Exempt Signs.

The following types of signs are permitted without requirement for a permit.

(a) Address, numbers and dwelling unit nameplates. One sign plate may be located on any dwelling.

(b) Commemorative signs.

(c) Directional signs.

(d) Private property protection signs.

(e) Gravestones, symbols or monuments in cemeteries or monument sales lots.

(f) Murals which are a design or representation painted on the exterior surface of a structure that do not advertise a business, product, service or activity.

(g) Signs accessory to juvenile activities, such as a child's lemonade stand or temporary play-related sidewalk markings.

(h) Scoreboards and signs on fences and other structures accessory to athletic fields.

(i) Signage which is an integral part of the original construction of vending or similar machines.

10.803(1) Signs Allowed Without a Permit.

Last updated ~~March 8, 2018~~~~March 7, 2018~~February 27, 2018

10.803. Signs Allowed Without a Permit.

The following types of signs noted throughout this section are permitted without requirement for a permit, subject to any listed standards.

(1) Auxiliary signs shall have a maximum size of 5 square feet and be erected to a height not to exceed 4 feet, with a total copy area not to exceed 50 square feet.

(2) Drive-through signs. Any use that includes a drive-through is permitted to have up to 2 ground signs per drive through lane that relate to the drive-through facility, such as menu order board signs or information signs. The drive-through signs may have a maximum height of 8 feet and a maximum area of 32 square feet per drive-through use. All freestanding drive-through signs shall be monument-style signs.

(3) Parking lot signs shall have a maximum size of 32 square feet, shall be erected to a height not to exceed 6 feet, with no more than 2 signs per parking lot. Such signs shall be located on the parking lot of the business advertised on the sign.

(4) Private property protection signs shall have a maximum size of 324 square inches.

(5) Public signs shall be a maximum of 64 square feet in size

(a) For public events, signs are limited to being displayed 30 days prior to, and 5 days after, the event.

(6) Real estate signs (temporary) shall have a maximum size of 64 square feet and height of 15 feet where the speed limit is 0-45 miles per hour and a maximum of 84 square feet and a maximum height of 20 feet where the speed limit is 46+ miles per hour.

(b) Table 1: Type of Sign Permitted Without a Permit by Zoning District

USE	Key: X = use permitted; R = real estate sign; Blank: use not permitted						
	Zoning District	Temporary signs (max size 8 square feet). Max height 4 ft.	Temporary signs (max size 16 square feet). Max height 8'	Temporary signs (max size 32 square feet). Max height 8'	Public signs	Parking lot identification	Signs within buildings
Natural Resource & Recreational	NR-C				X	X	X
	RE			R	X	X	X
Farmland Preservation	FP-1	X	X	R	X	X	X
	FP-35	X	X	X, R	X	X	X
	FP-B	X	X	X, R	X	X	X
Rural Mixed	AT-35	X	X	X, R	X	X	X

10.803(1) Signs Allowed Without a Permit.

Last updated ~~March 8, 2018~~ ~~March 7, 2018~~ February 27, 2018

Use & Transitional	AT-B	X	X	X, R	X	X	X
	RM-8	X	X	R	X	X	X
	RM-16	X	X	R	X	X	X
Rural Residential	RR-1	X	X	R	X	X	X
	RR-2	X	X	R	X	X	X
	RR-4	X	X	R	X	X	X
	RR-8	X	X	R	X	X	X
Residential	SFR-08	X		R	X	X	X
	SFR-1	X		R	X	X	X
	TFR-08	X		R	X	X	X
	MFR-08	X		R	X	X	X
Hamlet	HAM-R	X	X	R	X	X	X
	HAM-M	X	X	R	X	X	X
Commercial	LC	X	X	R	X	X	X
	GC	X	X	X, R	X	X	X
	HC	X	X	X, R	X	X	X
Processing, Manufacturing & Industrial	RI	X	X	X, R	X	X	X
	MI	X	X	X, R	X	X	X
Special Use	PUD	Determined as part of site plan review conducted by the Zoning Administrator.					

- 6540 ~~(1) Parking lot signs.~~
- 6541 ~~(a) Shall have a maximum size of 32 square feet.~~
- 6542 ~~(a) Shall be erected to a height not to exceed 6 feet.~~
- 6543 ~~(b) No more than 2 signs are permitted per parking lot.~~
- 6544 ~~(c) Such signs shall be located on the parking lot of the business advertised on the sign.~~
- 6545 ~~(2) Private property protection signs.~~
- 6546 ~~Private property protection signs shall have a maximum size of 32 square inches.~~
- 6547 ~~(3)~~ (7) Service station island signs.
- 6548 (a) Automobile service stations shall be permitted incidental signs and/or symbols at fuel
- 6549 pumps and service station islands only.
- 6550 (b) The maximum total area of signage at each service island (includes fuel pumps) shall not
- 6551 exceed 3 square feet.
- 6552 ~~(4)~~ (8) Temporary signs.
- 6553 (a) Number. One sign is allowed per parcel. For crop signs, there shall not be more than one
- 6554 sign per row of crop.

10.803(7) Signs Allowed Without a Permit.

Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

- 6555 | **(b)** Maximum size shall be 64 square feet.
- 6556 | ~~**(b)**~~**(c)** Setback requirements.
- 6557 | 1. Must meet requirements of **s. 10.804(4)** for on-premises ground signs.
- 6558 | 2. Must be outside of Vision Clearance Triangle.
- 6559 | ~~**(c)**~~**(d)** Illumination. No temporary signs shall be illuminated or have the potential to be
- 6560 | illuminated.
- 6561 | ~~**(d)**~~**(e)** Flashing/moving lights. Signs may not contain flashing lights or moving parts.
- 6562 | ~~**(e)**~~**(f)** Display period. Signs are limited to a period of 310 days~~two times per year~~. The 310-
- 6563 | day periods shall not run concurrently. No display period not run concurrently. Periods for
- 6564 | particular types of temporary signs are as follows:
- 6565 | **3.1.** Construction signs may be displayed only for duration of construction. The sign must be
- 6566 | removed within 5 days of the completion of the project.
- 6567 | **4.2.** Crop signs are permitted only while the crop is being grown and for no more than 5 days
- 6568 | after harvest.
- 6569 | **5.3.** Directional signs shall not be erected more than 10 days before the event and shall be
- 6570 | removed no later than 5 days after the event.
- 6571 | **6.4.** Political signs shall not be erected more than 60 days prior to the election and shall be
- 6572 | removed not later than 5 days after the election.
- 6573 | ~~**(f)** Temporary signs must be located on premises.~~
- 6574 |

10.804(1) Signs allowed with a permit. Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

10.804. Signs allowed with a permit.

The following signs may be permitted in certain zoning districts as shown in the following Table ~~12~~ 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

<u>Zoning district category</u>	<u>Zoning District</u>	<u>On-Premises</u>					<u>Off-Premises</u>
		<u>Wall signs</u>	<u>Projecting & Marquee signs</u>	<u>Ground signs < 8' off ground</u>	<u>Pylon signs (> 8' off ground)</u>	<u>Electronic message signs*</u>	<u>Billboards</u>
<u>Natural Resource & Recreational</u>	<u>NR-C</u>						
	<u>RE</u>	<u>X</u>	<u>X</u>				
<u>Farmland Preservation</u>	<u>FP-1</u>						
	<u>FP-35</u>	<u>X</u>					
	<u>FP-B</u>	<u>X</u>	<u>X</u>	<u>X</u>			
<u>Rural Mixed Use & Transitional</u>	<u>AT-35</u>	<u>X</u>		<u>X</u>			
	<u>AT-B</u>	<u>X</u>		<u>X</u>			
	<u>RM-8</u>	<u>X</u>		<u>X</u>			
	<u>RM-16</u>	<u>X</u>		<u>X</u>			
<u>Rural Residential</u>	<u>RR-1</u>	<u>X</u>					
	<u>RR-2</u>	<u>X</u>					
	<u>RR-4</u>	<u>X</u>					
	<u>RR-8</u>	<u>X</u>					
<u>Residential</u>	<u>SFR-08</u>	<u>X</u>					
	<u>SFR-1</u>	<u>X</u>					
	<u>TFR-08</u>	<u>X</u>					
	<u>MFR-08</u>	<u>X</u>		<u>X</u>			
<u>Hamlet</u>	<u>HAM-R</u>			<u>X</u>			
	<u>HAM-M</u>	<u>X</u>	<u>X</u>	<u>X</u>			
<u>Commercial</u>	<u>LC</u>	<u>X</u>	<u>X</u>	<u>X</u>			
	<u>GC</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	
	<u>HC</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Processing, Manufacturing & Industrial</u>	<u>RI</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	
	<u>MI</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Special Use</u>	<u>PUD</u>	<u>Determined as part of site plan review by Z.A.</u>					

10.804(1) Signs allowed with a permit. Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

* On-premises ground and pylon signs, and billboards are the only types of signs that may incorporate electronic message components to the sign's copy area.		

6580

6581 (1) ~~Table 2: Signs Permitted with a Permit by Zoning District~~

Zoning district category	Zoning District	SIGN TYPE Key: X=permitted where use is permitted; C=permitted where there is a use allowed with a CUP; L=Limited to home occupation; A=apartment complex sign							
		On-Premises					Off premises		
		Wall signs	Projecting & Marquee signs	Ground signs < 8' off ground	Pylon signs (> 8' off ground)	Electronic message signs*	Ground signs < 8' off ground	Pylon signs (> 8' off ground)	Billboards**
Natural Resource & Recreational	NR-C								
	RE	X	X	C					
Farmland Preservation	FP-1			C, X					
	FP-35			C, X					
	FP-B	X	X	X	X	X			
Rural Mixed Use & Transitional	AT-35			X					
	AT-B			X	X	X			
	RM-8			X					
	RM-16			X					
Rural Residential	RR-1			L					
	RR-2			L					
	RR-4			C, L					
	RR-8			C, L					
Residential	SFR-08			L					
	SFR-1			L					
	TFR-08			L					
	MFR-08			A					
Hamlet	HAM-R			C					
	HAM-M	X	X	C					
Commercial	LC	X	X	C					
	GC	X	X	X	X	X	X	X	
	HC	X	X	X	X	X	X	X	X
Processing, Manufacturing & Industrial	RI	X	X	X	X		X	X	
	MI	X	X	X	X	X	X	X	X
Special Use	PUD	Determined as part of site plan review by Z.A.							

10.804(1) Signs allowed with a permit. Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

* On-premises ground and pylon signs are the *only* type of sign that may incorporate electronic message components to the sign's copy area.

6582 (2) Auxiliary signs.
6583 Auxiliary signs are allowed in all Zoning Districts.

6584 (3) Awning signs.
6585 Awning signs are treated the same as Wall signs.

6586 (4) On-premise ground signs-
6587 On-premise ground signs are subject to the area and placement regulations of the following
6588 Table ~~23~~ and the design standards of this section.

(a) Table ~~23~~: Dimension and Location Standards for On-Premise Ground Signs

Use	Zoning District	Number Permitted	Maximum Area (sq. ft.)0-45 mph		Maximum Height (ft.)46+ mph		Minimum Setbacks (ft.)		
		Per road frontage	0-45 mph max area sq. ft.	46+ mph max height	0-45 mph max area sq. ft.	46+ mph max height	From lot line	From other signs	From residential district
Natural Resource & Recreational	RE	1	32	32 <u>10</u>	10 <u>32</u>	16	5	50	25
Farmland Preservation	FP-1	1*	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	FP-35	1*	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	FP-B	1	32	64 <u>10</u>	10 <u>64</u>	16	5	50	25
Rural Mixed Use & Transitional	AT-35	1	32	64 <u>6</u>	6 <u>64</u>	10	5	50	25
	AT-B	1	32	64 <u>10</u>	10 <u>64</u>	16	5	50	25
	RM-8	1	32	32 <u>10</u>	10 <u>32</u>	16	5	50	25
	RM-16	1	32	32 <u>10</u>	10 <u>32</u>	16	5	50	25
Rural Residential	RR-1	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	RR-2	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	RR-4	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	RR-8	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
Residential	SFR-08	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	SFR-1	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	TFR-08	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	MFR-08	1	32	32 <u>8</u>	8 <u>32</u>	12	5	50	25
Hamlet	HAM-R	1	32	32 <u>6</u>	6 <u>32</u>	10	5	50	25
	HAM-M	1	32	64 <u>8</u>	8 <u>64</u>	12	5	50	25
Commercial	LC	1	32	64 <u>8</u>	8 <u>64</u>	12	5	50	25
	GC	1	32	64 <u>12</u>	12 <u>64</u>	16	5	50	100
	HC	1	32	64 <u>12</u>	12 <u>64</u>	16	5	50	100

10.804(1) Signs allowed with a permit. Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

Processing, Manufacturing & Industrial	RI	1	32	64 <u>12</u>	1264 <u>126</u>	16	5	50	100
	MI	1	32	64 <u>12</u>	1264 <u>126</u>	16	5	50	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.

(b) Monument base required. It is encouraged that ground signs in the county shall be low-level monument ground signs.

~~(c) Signs shall be located not more than 200 feet from the site advertised on the sign, except for signs for residential or commercial plats, limited family business and recreational facilities where signs may be installed near the entrance locations even those the signs might be more than 200 feet from the site advertised.~~

~~(d)~~(c) Auxiliary signs shall have a maximum size of 5 square feet and be erected to a height not to exceed 4 feet, with a total copy area not to exceed 50 square feet.

~~(e)~~(d) Drive-through signs. Any use that includes a drive-through is permitted to have up to 2 ground signs per drive through lane that relate to the drive-through facility, such as menu order board signs or information signs. The drive-through signs may have a maximum height of 8 feet and a maximum area of 32 square feet per drive-through use. All freestanding drive-through signs shall be monument-style signs.

~~(f)~~(e) Parking lot signs shall have a maximum size of 32 square feet and be erected to a height not to exceed 6 feet, with no more than 2 signs per parking lot.

~~(g)~~(f) Private property protection signs shall have a maximum size of 324 square inches.

~~(h)~~(g) Real estate signs (temporary) shall have a maximum size of 64 square feet and height of 15 feet where the speed limit is 0-45 miles per hour and a maximum of 84 square feet and a maximum height of 20 feet where the speed limit is 46+ miles per hour.

(5) On-premise pylon signs.

On-premise pylon signs are subject to the area and placement regulations of the following Table 34.

(a) Table 34: Dimension and Location Standards for On-Premise Pylon Signs

Use	Zoning District	Number Permitted	Maximum Area (sq. ft.)		Maximum Height (ft.)		Minimum Setbacks		
		Per parcel road frontage	0-45 mph	46+ mph	0-45 mph	46+ mph	From lot line	From other signs	From residential district
Farmland Preservation	FP-B	1	100	200	25	50	15	50	100
Rural Mixed Use & Transitional	AT-B	1	100	200	25	50	15	50	100
Commercial	GC	1	100	200	25	50	15	50	100

10.804(1) Signs allowed with a permit. Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

	HC	1	100	300	35	50	15	50	100
Processing, Manufacturing & Industrial	RI	1	100	300	35	50	15	50	100
	MI	1	100	300	35	50	15	50	100

(6) On-premise ~~wall building-mounted~~ signs.

~~Wall Building-mounted~~ signs are subject to the design standards of the following Table 4~~this section.~~

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

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*	<u>1</u>	<u>2**</u>	<u>3**</u>
Natural Resource & Recreational	RE	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
Farmland Preservation	FP-35 and FP-B	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
Rural Mixed Use & Transitional	AT-35, AT-B, RM-8, RM-16	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
Rural Residential	RR-1, RR-2, RR-4, RR-8	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
Residential	SFR-08, SFR-1, TFR-08, MFR-08	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
Hamlet	HAM-M	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
Commercial	LC, GC, HC	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
Processing, Manufacturing & Industrial	RI, MI	<u>100</u>	<u>300</u>	<u>35</u>	<u>50</u>	<u>2</u>	<u>3</u>	<u>4</u>
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 ft. 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 which is not within the right-of-way of another road.							

(a)(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 be set back from the end of the building, or party wall line for a

10.804(1) Signs allowed with a permit. Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

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.

2. Projecting signs shall have a maximum size of 100 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 exceed 12 square feet in sign area.~~ 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.
3. Marquee signs shall have a maximum size of 300 square feet and be erected to a height not to exceed 206 feet, with no more than 3 sides. Such signs shall be located on the building containing the business advertised on the sign.

~~(7) Off-Premise ground signs.~~

~~Off-premise ground signs are subject to the area and location regulations of the following Table 5 and standards of this section.~~

~~(a) Table 5: Dimension and Location Standards for Off-premise Ground Signs.~~

Use	Zoning District	Number Permitted	Maximum Area		Maximum Height		Minimum Setbacks		
		Per road frontage	0-45 mph	46+ mph	0-45 mph	46+ mph	From lot line	From other signs	From residential district
Commercial	GC	1	32	64	12	16	5	50	100
	HC	1	32	64	12	16	5	50	100
Processing, Manufacturing & Industrial	RI	1	32	64	12	16	5	50	100
	MI	1	32	64	12	16	5	50	100

~~(b) Must be located within a 3-mile radius of the advertised business or activity.~~

10.804(1) Signs allowed with a permit. Last updated March 8, 2018~~March 7, 2018~~~~February 27, 2018~~

~~(8) Off-Premise pylon signs.~~

~~Off-premise pylon signs are subject to the area and location regulations of the following Table 6.~~

~~(a) Table 6: Dimension and Location Standards for Off-Premise Pylon Signs.~~

Use	Zoning District	Number Permitted	Maximum Area (sq. ft.)		Maximum Height (ft.)		Minimum Setbacks		
		Per road frontage	0-45 mph	46+ mph	0-45 mph	46+ mph	From lot line	From other signs	From residential district
Commercial	GC	1	100	200	25	50	15	50	100
	HC	1	100	300	35	50	15	50	100
Processing, Manufacturing & Industrial	RI	1	100	300	35	50	15	50	100
	MI	1	100	300	35	50	15	50	100

~~(9)(7) Billboards.~~

Billboards shall meet all of the following requirements:

~~(a) Ch. Trans 201 Wis. Adm. Code, or Section 86.191 and Ch. 196, Wis. Stats.~~

~~(b) Total sign copy area shall not exceed 300 square feet in area.~~

~~(a) —~~

~~(b)(c) Shall have a maximum size of 300 square feet and be erected to a height not to exceed 35 feet above the centerline of the adjacent highway at the location of the sign.~~

~~(c) — Total sign copy area shall not to exceed 300 square feet.~~

~~(d) Shall meet all yard-setback requirements for the district in which they are located.~~

~~(e) Minimum separation of 1,000 feet from all other billboards which exceed 300 square feet in area.~~

~~(f) Intersection regulation: a billboard whose bottom edge is less than 8 feet above the centerline elevation of adjacent roads shall maintain distance from road intersection as follows:~~

~~1. 100 feet where the road speed is 0 to 45 mph and~~

~~2. 200 feet where the road speed is 46+ mph.~~

~~(g) A billboard whose bottom edge is 8 feet or higher above the centerline elevation of adjacent roads may be located up to the vision triangle line.~~

10.805. Nonconforming Signs and Use

(1) Nonconforming signs~~continued~~.

Signs existing prior to the effective date of this ordinance which do not conform to the provisions of the ordinance shall be nonconforming signs.

(a) Nonconforming signs shall not be rebuilt, altered or moved to a new location without being brought into compliance with the requirements of this ordinance.

(b) Routine maintenance of a sign is permitted unless the cost exceeds 50% of the current value of the sign, if the maintenance cost is more than 50% of the value of the sign said sign shall be considered rebuilt.

(2) Signs advertising a nonconforming use.

Signs advertising a nonconforming use may be continued but such signs shall not expand in number, copy area, height or illumination. New signs may be erected only upon the complete removal of all nonconforming signs.

(3) New copy.

Replacement of new skin (printed or painted surface of copy face), must contain the same message. A different message will be considered a new sign, and as such, it must meet current code requirements.

(4) Change of use.

Nonconforming signs shall be brought into compliance or removed when the principal use of the premises is changed to a different use.

10.806. Administration.

(1) Variances.

(a) Variances from the requirements of this subchapter may be granted by the ~~standing committee designated by the county board~~Board of Adjustment (BOA) upon application to and payment of a fee to the zoning administrator. Variances are limited as specified in this section.

1. Variances may be granted from the maximums of height or area (but not both) for all signs regulated by this ordinance, except as limited by this section.

2. Variances to maximum of height or area may not exceed maximums specified in this chapter by more than 20%.

3. Variances may not be granted to maximum height, to maximum area or to minimum separation requirements for off-premise advertising signs.

(b) Variance Standards. Unnecessary hardship must be found as distinguished from a mere inconvenience. The finding of a hardship shall take into consideration the particular physical surroundings, shape or topographical conditions of the specific property involved.

1. The conditions upon which the application for a variance is based would not be applicable generally to other property similarly situated.
 2. The purpose of the variance is not based exclusively upon a desire for economic or other material gain by the applicant or owner.
 3. The alleged hardship or difficulty is caused by this ordinance and has not been created by any person presently having an interest in the property.
 4. The granting of the variance will not be detrimental to the public welfare, or injurious to other property or improvements in the neighborhood in which the property is located.
 5. The proposed variance will not impair an adequate supply of light and air to adjacent property, endanger the public safety or substantially diminish or impair property values within the neighborhood.
- (c) Conditions on variances. The committee may impose such conditions or restrictions upon the sign and premises benefited by a variance as may be necessary to comply with the above standards to reduce or minimize the injurious effect of such variance upon other property in the neighborhood and to better carry out the general intent of this ordinance.

(2) Applications and Permits

- (a) Application form. The applicant must fill out an application form including a site plan showing all of the following:
1. Lot. The location and dimensions of the property's boundary lines;
 2. Buildings. The location of all the buildings and structures on the lot;
 3. Existing signage. The location, dimensions, and description of all existing signage on the property;
 4. Proposed signage. The sign design and layout proposed, including total area of the sign(s), sign height, character and materials.
 5. Illumination. For illuminated signs, the method of illumination, the number and type of lamps and lens material and the statement that the illumination of each sign will comply with the provisions of Section ~~(7)(e)~~ 10.802(4)(g).
 6. Elevations. Elevations and specifications for proposed signs, including proposed landscaping for ground signs. If a sign is proposed to be on a wall, then the entire wall that such sign will be attached to must be depicted showing the location of the sign on said wall.
 7. Construction details. Details and specifications for construction, erection and attachment as may be required by the Zoning Administrator;
 8. The name of the sign contractor or company responsible for construction of the sign;
 9. Other information. All other information deemed pertinent by the Zoning Administrator or designee thereof.
- (b) The Zoning Administrator shall issue a suitable identification tag with each sign permit. The identification tag shall be placed on the sign or on a support column in a location that is easily visible from the road or proximity of the sign.
- (c) Fees are established in Chapter 12 of the Dane County Code of Ordinances.

(3) Penalties

~~(a) Any person or persons, firm, company or corporation, owner, occupant or other user of the premises, who violates, disobeys, omits, neglects or refuses to comply with or resists the enforcement of any of the provisions of this subchapter shall be subject to a forfeiture of not less than five dollars, nor more than two hundred dollars and costs. Each day that a violation is permitted to exist shall constitute a separate offense. Failure to attain a zoning permit for a sign shall follow the violations and penalties rules and procedures as defined in Section 10.101(4)~~

~~(b) — Compliance herewith shall be enforced by injunctive order at suit of the county or occupant of real estate within the district affected by the regulations of this ordinance. It shall not be necessary to prosecute for forfeiture before resorting to injunctive proceedings.~~

~~(c)(b) Any person who has the ability to pay any forfeiture entered against him or her under this ordinance but refuses to do so may be confined in the county jail until such forfeiture is paid but in no event to exceed thirty days. In determining whether an individual has the ability to pay a forfeiture, all items of income and all assets may be considered regardless of whether or not such income or assets are subject to garnishment, lien or attachment by creditors.~~