



# DANE COUNTY PLANNING & DEVELOPMENT

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## MEMORANDUM

**TO:** Dane County Board of Supervisors  
Town Supervisors and Planning Commissioners  
County Executive Joe Parisi  
Town Boards and Planning Commissions

**FROM:** Pamela Andros, AICP, Senior Planner

**SUBJECT:** 2021-OA-002 Amending Chapter 10 of the Dane County Code of Ordinances, Revising Various Sign Regulation Provisions.

**DATE:** May 13, 2021

**CC:** Todd Violante, Director of Planning and Development  
Roger Lane, Zoning Administrator  
Karin Thurlow-Peterson, County Board Office

### I. Summary

2021-OA-002 would make a number of corrections and revisions to signs portion of the Dane County Zoning Ordinance (Chapter 10, Dane County Code), which was comprehensively revised in January of 2019. Amendments include corrections and changes recommended by Planning and Development staff after some experience working with the new zoning code.

### II. Background

#### A. Ordinance Amended

If adopted, 2021-OA-002 would amend the text of the Dane County Zoning Ordinance (Chapter 10, Dane County Code).

#### B. Action Required

Under s. 59.69(5) of the Wisconsin Statutes, town boards in towns that have adopted the county zoning ordinance will have 30 days from the ZLR public hearing to vote on 2021-OA-002. By the 7/27/2021 public hearing, 26 towns are expected to have adopted the county zoning ordinance. If, by 8/28/2021, fourteen (14) town boards vote to disapprove, the county board cannot adopt the ordinance amendment, and must either deny or adopt with modifications. If the county board adopts with modifications, town boards will have an additional 45 days for final approval.

**The Zoning & Land Regulation Committee Public Hearing on OA #002 will be July 27, 2021. Town action on OA #002 is due to the zoning office by August 28, 2021.**

### III. Discussion

2021-OA-002 would make the following changes to Chapter 10.

#### A. Policy changes.

- ARTICLE 4. Change the display period allowed for temporary signs from 60 days to 30 days.
- ARTICLE 5. Make a number of changes to the dimension and location standards for wall signs. Changes made within the rural mixed-use and transitional rural mixed-use zoning districts were changed to be more consistent with one another, and the maximum area allowed in the residential and hamlet districts were reduced to a much more reasonable size. Clarify design standards for wall signs.

#### B. Changes to restore standards that existed in previous versions of Chapter 10.

- ARTICLE 2. Adding definitions for home occupation signs, limited family business signs, mobile signs, subdivision signs; and removing outdated references to a road classification system.

#### C. Clarifications, corrections and technical amendments with minimal policy impact.

- ARTICLES 2 & 3. Renumbering definitions as needed, improve definition of “vision clearance triangle”, and adding a reference to illustrations.
- ARTICLE 5. Move design standards for projecting signs to Article 6, and add reference to Appendix.
- ARTICLE 6. Add design standards for projecting signs that were moved from Article 5.
- ARTICLE 7. Add requirement that all existing and proposed signs need to be shown on the site plan submitted as part of the materials required in an application for a sign permit.