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RESOLUTION #38-2012

**GENERAL CODE OF ONEIDA COUNTY, WISCONSIN
ORDINANCE AMENDMENT #1-2012**

**Ordinance Amendment offered by Supervisors of the Planning and Zoning
Committee**

WHEREAS, the Planning & Zoning Committee, having considered Ordinance Amendment #1-2012, (copy attached) which was filed January 12, 2012 (copy attached) to amend the Oneida County Official Zoning and Shoreland Protection Ordinance, and having given notice thereof as provided by law and having held a public hearing thereon February 1, 2012 pursuant to Section 59.69(5), Wisconsin Statutes, and having been informed of the facts pertinent to the changes which are as follows:

Whereas, several Towns expressed a desire to modify Section 9.78, Sign Regulations; and

Whereas, local businesses wanted to be allowed additional signage such as banners, sandwich boards and open signs; and

Whereas, the proposed rules are a collaborative effort between several Towns and the County; and

Whereas, a public hearing was held on February 1, 2012 and the Committee listened and responded to comments; and

**NOW, THEREFORE, THE ONEIDA COUNTY BOARD OF SUPERVISORS
DOES ORDAIN AS FOLLOWS:**

Section 1. Any existing ordinances, codes, resolutions, or portions thereof in conflict with this ordinance shall be and hereby are repealed as far as any conflict exists.

Section 2. This ordinance shall take effect the day after passage and publication as required by law.

Section 3. If any claims, provisions or portions of this ordinance are adjudged unconstitutional or invalid by a court of competent jurisdiction, the remainder of this ordinance shall not be affected thereby.

Section 4. Additions noted by underline; deletions noted by ~~strikethrough~~. Chapter 9 of the Oneida County Zoning & Shoreland Protection Ordinance is amended as follows:

9.78 SIGN REGULATIONS (#01-2000, #08-2000, #26-2004, #10-2005, #21-2006, #19-2007, #20-2008)

A. Purpose

1. Oneida County recognizes that it is abundant with much natural beauty. Many recreational and tourist activities are enhanced by this natural beauty. As a consequence, greater emphasis must be placed on preserving our Northwoods aesthetics. At the same time, Oneida County wishes to permit the careful planning, future growth and efficient maintenance of our public roadways, while protecting the natural beauty and amenities of our landscape by regulating the placement of signs throughout the County. It is the intent of this ordinance to promote the safety, convenience and enjoyment of public travel, to accentuate the

52 natural beauty of Oneida County, to protect the public investment in
53 roadways, to regulate the erection and maintenance of advertising signs,
54 displays and devices adjacent to public roadways and waterfront
55 property, and to aid in the free flow of commerce. Therefore, it is hereby
56 deemed necessary in the public interest to regulate the erection, and
57 maintenance of billboards and other advertising devices adjacent to
58 public roadways and waterfront properties.

- 59 2. No signs shall hereafter be located, erected, moved, reconstructed,
60 extended, enlarged, converted, or structurally altered without an approved
61 County sign permit unless specifically exempted by this ordinance. It may
62 be necessary to also obtain local, state or federal permits.
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64 B. On-Premise Signs

65 ~~No sign(s) shall hereafter be located, erected, moved, reconstructed,
66 extended, enlarged, converted, or structurally altered without an approved
67 sign permit unless specifically exempted by this ordinance. It may be
68 necessary to obtain local, state or federal permits.~~

- 69
70 1. a. A business shall be permitted one freestanding sign exposure visible
71 and designed to be read from each direction of travel.

72 ~~An on-premise free standing sign shall be no greater than 250 sq. ft.
73 per face.~~

74 1. An on premise free standing sign shall be no greater than 64
75 square feet per face if the setback is 20' or greater from right-of-way.

76 2. An on-premise free standing sign shall be no greater than
77 250 square feet per face if the setback is greater than 100' from right -
78 of-way.

79 3. If a Town allows a setback closer than 20' to road right-of-way,
80 pursuant to Section 9.70 (4) an on-premise free standing sign cannot
81 exceed 64 square feet per face.

- 82 b. A multi-tenant business shall be allowed one free standing sign
83 visible and designed to be read from each direction of travel.

84 1. An on-premise free standing sign shall be no greater than
85 128 square feet if the setback is 20 feet or greater from
86 right-of way.

87 2. An on-premise free standing sign shall be no greater than
88 250 square feet per face if the setback is greater than 100 feet
89 from right-of-way.

90 3. If a Town allows a setback closer than 20' to road right-of-way,
91 pursuant to Section 9.70 (4) an on-premise free standing sign cannot
92 exceed 128 square feet per face.

93 4. No single tenant can utilize greater than 50% of the allowable area
94 of the sign.

95 ~~b. A home occupation as allowed by 9.43 of this ordinance shall be
96 permitted one free standing sign no greater than 12 square feet per
97 face.~~

- 98 c. A home occupation as allowed by 9.43 of this ordinance shall be
99 permitted one free standing sign no greater than 12 square feet per face.

- 100 d. No part of an on-premise free standing sign shall exceed 35' in height
101 from existing grade including support.

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- ~~5.e.~~ Freestanding signs must comply with the requirements of sections 9.70, 9.94 and 9.97, highway and waterfront setbacks. Freestanding signs ~~other than directional arrow signs that are 64 square feet in area or less may be erected in the highway setback area, except that~~ at all intersections they shall meet the highway setback requirements.
- ~~6.f.~~ Freestanding signs must comply with the requirements of section 9.71, side and rear lot line setbacks.
- 2. In addition:
 - a. Every business shall be permitted a attached building signs as follows:
 - (1) Two “flat” signs a maximum of 32 sq. ft. mounted flat against the building or on the roof for a building with a face of 1250 sq. ft. in area or less OR a maximum of 64 sq. ft. sign mounted flat against the building or on the roof for a building with a face of greater than 1250 sq. ft. area. No part of this sign including supports shall be more than 30 ft. from ground level. Only one flat sign per building face.
 - ~~(2) And one projecting sign not to exceed 16 sq. ft. and cannot extend more than 5 feet from the wall which it is attached, the bottom of such sign shall be at least 8 feet above the grade directly below the sign and the top of such sign shall not extend above the building’s roof. Projecting signs must comply with the requirements of Section 9.70, 9.71 and 9.94 highway, side yard and waterfront setbacks.~~
 - (2) One projecting sign as follows:
 - a. The total area of the projecting sign may not exceed 16 square feet.
 - b. The projecting sign cannot extend more than 5 feet from the wall which it is attached.
 - c. The bottom of such sign shall be at least 8 feet above the grade directly below the sign and the top of such sign shall not extend above the building’s roof.
 - d. Projecting signs must comply with the requirements of Section 9.70, 9.71 and 9.94 highway, side yard and waterfront setbacks.
 - (3) If a Town allows a setback closer than 20’ to the road right-of-way, pursuant to Section 9.70(4) one projecting sign is allowed as follows:
 - a. The total area of the projecting sign may not exceed 6 sq. ft.
 - b. The projecting sign cannot extend more than 5 feet from the wall on which it is attached.
 - c. The bottom of the projecting sign shall be at least 8 feet above grade directly below the sign and the top of the sign shall not extend above the building’s roof.
 - d. To place a projecting sign on State, County or Town property, permission must be granted by the Governmental Unit that owns the property.
 - ~~(3)(4)~~ A home occupation as allowed by 9.43 of this ordinance shall be allowed one sign mounted flat against the building no

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greater than 12 sq. ft.

- ~~b. Other freestanding signs. If there exists more than one unrelated business within the building, shopping center, or more than one business building on the lot, one additional double-faced freestanding sign shall be permitted. In any event there shall be no more than two freestanding signs. This additional freestanding sign shall be no greater than 64 sq. ft. per face. This sign shall be a minimum of 10 ft. from any other freestanding sign including border, trim and support, permitted on the premises.~~
- ~~e.b.~~ Electronic message signs to display commercial messages that pertain to products or services of a business located and/or used on the same premises. Electronic message signs shall comply with all of the following:
 - (1) Be a maximum size of 32 sq. ft.
 - ~~(2) Consist of numbers or letters only.~~
 - ~~(3) Consist of white or amber lights only.~~
 - 4(2) Each change of message shall:
 - (a) be accomplished in one second or less;
 - (b) remain in a fixed position for at least six (6) seconds;
 - (c) the use of traveling or segmented messages is prohibited.Electronic message signs shall be allowed as part of the total signage on the premises allowed under Section 9.78(B) of this ordinance. The electronic message board shall be incorporated into any existing sign.
~~Electronic message signs shall only be located in those zoning districts designated as #06 Business and #07 Business.~~
- 3. In addition to any sign permitted under paragraphs 1 and 2, an activity may be permitted any number of signs not designed to be read from the roadways whose sole purpose is to direct or control traffic which has already entered the property on which the advertised activity is conducted.
- 6.4. Entrance signs, not to exceed two, may be located at the entrance to a recorded residential subdivision, development or industrial park and shall be limited to one face each no greater than 32 square feet per face. Such entrance signs shall be used to identify the name of the residential subdivision, development, or industrial park, and may identify the contents of the residential subdivision, development or industrial park without specifically identifying the name of any owners or businesses contained in said residential subdivision, development or industrial park. Each sign shall be erected or placed on a permanent structure, will not obstruct the vision of traffic, or create a safety hazard. The overall height of said structure and sign shall not exceed 10 feet.

C. Off-Premise Signs

- 1. Size. No off-premise sign shall exceed 128 sq. ft. per face.
- 2. Spacing. The minimum distance between off-premise signs shall be 1,320 ft. measured along the road right-of-way line between points at right angles from the closest part of the sign structures intersecting with the road right of way along each side of the highway and shall apply only to structures located on the same side of the highway. Off-premise sign

- 204 locations must be located a minimum 300' from an intersection located on
 205 either side of the highway and 300' from dwelling units.
- 206 3. When an off-premise sign is proposed to be located adjacent to a
 207 Federal, or State, County or Town Road the parcel of land must be zoned
 208 "Business" or "Manufacturing / Industrial" to allow placement.
- 209 4. ~~When an off-premise sign is proposed to be located adjacent to County or~~
 210 ~~town roads, the zoning district in which the sign is to be located, must~~
 211 ~~allow the placement.~~
- 212 4.5. Freestanding signs must comply with the requirements of sections 9.71,
 213 9.94 and 9.97, highway and waterfront setbacks. Freestanding signs
 214 ~~other than directional arrow signs that are 64 square feet in area or less~~
 215 ~~may be erected in the highway setback area, except that at all~~
 216 ~~intersections they shall meet the highway setback regulations.~~
- 217 5.6. Freestanding signs must comply with the requirements of section 9.70,
 218 side and rear lot line setbacks.
- 219 6.7. All off-premise signs shall identify the owner of the land on which the sign
 220 is placed and the sign owner in letters at least 2 inches tall but not greater
 221 than 4 inches tall and include the sign owner's telephone number.
- 222 7. No part of an off-premise free standing sign shall exceed 35' in height
 223 from existing grade including support.

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225 D. Prohibited Signs

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227 Any signs placed in violation of this provision may be removed
 228 immediately by authorized town or County personnel and held for a
 229 period of thirty (30) days after which any remaining unclaimed signs may
 230 be destroyed.

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- 232 1. No sign shall be erected, placed or maintained on any traffic median or on
 233 a public sidewalk or bicycle path.
- 234
- 235 ~~a. Traffic control signs and informational signs erected and maintained by~~
 236 ~~the appropriate federal, state, County or local official~~
- 237 ~~b. Directional arrow signs that are either 40" long or 72" long and 7-1/2"~~
 238 ~~wide that are painted with a white background and black trim and~~
 239 ~~block lettering that are erected at the correct intersection where the~~
 240 ~~traveling public must turn to arrive at the noticed place. At those~~
 241 ~~intersections where it is necessary for more than one directional~~
 242 ~~arrow, a common posting standard shall be constructed. One~~
 243 ~~directional arrow per address or location.~~
- 244 2. Signs shall not be erected, placed or maintained which imitate or
 245 resemble any official traffic sign, signal or device or bear the words
 246 "Stop", "Slow", "Caution", "Danger", or similar commands.
- 247 3. Signs shall not be erected, placed or maintained upon trees, or painted or
 248 drawn upon rocks or other natural features.
- 249 4. Signs shall not be erected, placed or maintained which are structurally
 250 unsafe or in substantial disrepair.
- 251 5. Illuminated signs which have flashing, intermittent, or moving lights are
 252 prohibited except those giving public service information such as time,
 253 date, temperature, etc, except electronic messages signs permitted by
 254 Section 9.78(B)(2)(c).

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6. No sign shall be so illuminated in excess of 500 watts of illumination that it interferes with the effectiveness of, or obscures an official traffic sign, signal or device. No illuminated sign shall be erected unless all manufactured and field assembled electrical components carry a nationally recognized testing laboratory label. No illuminated signs shall be erected without displaying a nationally recognized testing laboratory label on the outside of the sign in a visible location.
 7. Illuminated signs which are not shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of public roadways and which are of such intensity or brilliance as to cause glare or to impair the vision of the operator of any vehicle, or which otherwise interferes with any operator's operation of a vehicle are prohibited.
 - ~~8. No on-premise sign face shall exceed 250 sq. ft. per face, 25' in width, or 30' in height including supports. No part of an off-premise freestanding sign shall be more than 20' above existing grade or landscaped berm. Landscaped berms on which signs are placed shall not exceed 5 feet in height above existing grade.~~
 - 8.9. No sign may be erected, placed or maintained that is illegible or has an objectionable appearance due to vandalism, fading, deterioration, or other causes.
 - 9.10. Off-premise signs, which also come under the jurisdiction of the Wisconsin Department of Transportation must be located in a "Business" or "Manufacturing / Industrial" zoning district.
 - 10.44. No freestanding off-premise sign shall be situated on the same lot as a freestanding on-premise sign.
 - 11.42. Off-premise signs shall not be placed less than 1,320' apart which are situated on the same side of the roadway.
 - 12.43. "On-premise" or "off-premise" signs placed in zoning districts that do not allow placement are prohibited.
 - 13.44. No business sign may be erected or maintained for any business that fails to conform with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, sex, sexual orientation or national origin.
 - 14.45. Signs made obsolete or abandoned by either the closing of a business or changing of business or landowner are prohibited.
 - 15.46. Signs advertising a business or event which has become inactive, closed or terminated, excluding seasonal closure, shall be removed or covered within 30 days following the event or business being inactive, closed or terminated.
 - 16.47. Signs mounted, placed in, attached or painted on trailers, boats, motorized vehicles or ice shanties when used as additional advertising signs on or off-premise. Automobiles, semi-trailers and trucks used in the ordinary course of business are exempt from this provision.
 - 17.48. No inflatable devices shall be permitted to display advertising or attract attention to an event or business.
 - 18.49. No sign, which by reason of location, size, color, or designs, shall interfere with public traffic or be confused with any official traffic signal of traffic making or obstruct the view or effectiveness of any official traffic signal or traffic marking.
 - 19.20. No sign except attached on-premise signs shall be permitted in a vision triangle.

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E. Signs Specifically Exempted from This Ordinance

1. Official governmental signs and notices.
2. Temporary promotional signs such as banners or electronic message signs displayed for no more than 10 days for specific events sponsored by local governments or not-for-profit entities such as churches, chambers of commerce or service organizations provided written permission is issued in advance by the local town board and which addresses prompt removal following the event. When the nature of the event occurs in an unforeseen or unanticipated manner, which precludes a municipal entity from approving the message display, the Oneida County Zoning Director shall be notified.
3. Public utility signs.
4. Political and holiday signs provided that:
 - a. The sign does not exceed ~~42~~ 32 sq. ft. in surface area.
 - b. The sign is erected entirely on private property with the property owner's consent.
 - c. The sign contains no commercial content.
 - d. Time Limit
 - (1) Political signs may be erected during the election campaign period as defined within Wisconsin Statute Chapter 12.
 - (2) Holiday signs may be erected no more than 45 days before the holiday for which it is intended and removed within 10 days after the holiday for which it is intended.
 - e. The sign does not contain flashing lights or moving parts.
 - f. The sign is not erected in a location where it constitutes a traffic or pedestrian hazard.
 - g. Provided that it complies with the other requirements of this ordinance.
5. Real estate "For Sale" signs provided that:
 - a. The sign does not exceed 12 sq. ft. in surface area.
 - b. There is no more than one real estate sign on the property facing each direction of travel for each controlled highway from which a sign on the property is visible.
 - c. The sign does not contain flashing lights or moving parts.
 - d. The sign is not erected in a location where it constitutes a traffic hazard.
 - e. The sign is not erected until the property is actually offered for sale or lease, and is removed within 7 days after the property has been sold or leased.
 - f. Provided, further, that all applicable setbacks are met. Signs 8 square feet or less may be placed within the waterfront setback area provided they are placed above the ordinary high water mark of the lake and conform to all other aspects of the ordinance.
6. Service clubs and religious signs relating to meetings of non-profit service clubs or charitable associations or religious services which do not exceed 8 square feet.
7. Temporary construction signs at sites under construction provided that:
 - a. Sign does not exceed 12 sq. ft.

- 356 b. Only one such sign shall be permitted on each parcel of land and it
357 shall be removed within 7 days after completion of the project.
358 c. Provided, further, that all applicable setbacks are met.
359 8. Name, no trespassing, no fishing, occupation and warning signs not to
360 exceed one square foot in area.
361 9. A sign on personal property with no business or commercial content less
362 than 12 square feet.
363 10.9. Directional arrow signs that are either 40" long or 72" long and 7-1/2"
364 wide that are painted with a white background and black trim and block
365 lettering that are erected at the correct intersection where the traveling
366 public must turn to arrive at the noticed place. At those intersections
367 where it is necessary for more than one directional arrow, a common
368 posting standard shall be constructed. Only one directional arrow per
369 address or location shall be permitted.
370 11.40. Memorial signs, tablets, names of buildings and dates of erection when
371 cut into the masonry surface or when constructed of metal and affixed flat
372 against structure.
373 12.44. On-premise signs placed on the interior surface of windows of buildings.
374 13.42. Traffic control signs and informational signs erected and maintained by
375 the appropriate federal, state, county or local government.
376 14.43. Traffic control signs and informational signs less than 70 square feet per
377 face erected and maintained by a licensed hospital per HFS 124 of the
378 Wisconsin Administrative Code, and medical clinics offering
379 urgent/emergency care services.
380 15.44. Flags. A piece of cloth, plastic film or similar material used as the symbol
381 of a nation, state or local governmental entity. A flag containing a logo for
382 a commercial entity shall not be exempt from the regulation of this
383 ordinance.
384 16. Promotional banners for a commercial or business establishment for
385 business specific events such as grand openings, going out of business,
386 closings, special sales events or general promotion.
387 a. The banner or banners shall not exceed a combined square
388 footage of 32 square feet.
389 b. Banners may be affixed to the structures in which the business is
390 located.
391 c. Banners cannot be erected for more than 30 consecutive days, up
392 to three times a year.
393 17. A sign announcing that a business is open.
394 a. The sign must be removed daily.
395 18. Sandwich board signs less than 10 square feet per face:
396 a. Maximum height 4 feet.
397 b. Maximum width 2.5 feet.
398 c. To place a sandwich board on Town property, permission must be
399 granted by the local municipality.
400 d. The sign must be removed daily.
401 19. Directional, safety and informational signs for County sponsored State
402 funded trails or Club Trails, Informational signs, in order to be exempt,
403 must meet Oneida County Forestry Department Guidelines.
404

405 F. Lapse of Sign Permit
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407 A sign permit shall have lapsed and be void unless the permitted sign is
408 erected within one year from the date of its issuance.

409
410 G. Legal Pre-Existing Off-Premise Signs

- 411
412 1. Off-premise signs lawfully existing before the effective date of this
413 ordinance may be continued until October 1, 2010, although the use, size
414 or location does not conform with the provision of this ordinance.
415 However, those off-premise signs that do not conform shall be deemed
416 legal pre-existing structures and must be brought into compliance by
417 October 1, 2010. If two or more off-premise signs are legal pre-existing
418 because they are not separated by the minimum distance required in
419 section 9.78(C) 2, the first of these signs brought into compliance with all
420 other aspects of the ordinance shall be allowed to remain.
- 421 2. If a legal pre-existing off-premise sign is damaged by fire, wind or other
422 catastrophic cause to the extent of 50 percent or more of its assessed
423 value exceeding 50 percent of the reproduction value (fair market value of
424 construction materials and labor), it shall not be restored except in
425 conformity with the current regulations of this ordinance.
- 426 3. No repair made to any off-premise legal pre-existing sign shall exceed 50
427 percent of its assessed value or its true market value over the life of the
428 sign exceeding 50 percent of the reproduction value (fair market value of
429 construction materials and labor).
- 430 4. If a legal pre-existing off-premise sign is removed, it shall not be replaced
431 with another legal pre-existing sign.
- 432 5. All legal pre-existing off-premise signs shall be properly maintained. If a
433 legal pre-existing off-premise sign is not properly maintained the owner
434 will be given sixty (60) days to complete and file an application. If after 60
435 days there is no response, the sign will be assumed to be abandoned.
436 The Department shall notify the Committee who shall then order removal
437 of the off-premise sign. Any cost of removal incurred by the County or
438 appropriate town board shall be assessed to the owner of the property on
439 which such sign is located or may be paid by the County treasurer who
440 shall enter the amount chargeable to the property in the next tax roll as a
441 special tax on the lands upon which the off-premise sign was located,
442 which tax shall be collected, as are other taxes as provided by the state
443 statutes.
- 444 6. Effective January 1, 1999, whenever a business or real property is sold
445 which contains a legal pre-existing off-premise sign, the new business or
446 property owner shall remove or bring said off-premise sign into conformity
447 with current ordinance requirements within 90 days of change of
448 ownership of said real property or business.

449
450 H. Legal Pre-Existing On-Premise Signs

451
452 On-premise signs lawfully existing before the effective date of this ordinance
453 may be continued, although the use, size or location does not conform with
454 the provision of this ordinance. However, those on-premise signs that do not
455 conform shall be deemed legal pre-existing structures. If a legal pre-existing
456 on-premise sign is damaged by fire, wind or other catastrophic cause to the
457 extent of 50 percent or more of its assessed value, it shall not be restored

458 except in conformity with the regulations of this ordinance. No repair made to
459 any legal pre-existing on-premise sign shall exceed 50 percent of its
460 assessed value or its true market value over the life of the on-premise sign. If
461 a legal pre-existing on-premise sign is removed, it shall not be replaced with
462 another legal pre-existing on-premise sign. All legal pre-existing on-premise
463 signs shall be properly maintained. If a legal pre-existing on-premise sign is
464 not properly maintained the owner will be given sixty (60) days to complete
465 and file an application. If after 60 days there is no response, the on-premise
466 sign will be assumed to be abandoned. The Department shall notify the
467 County or appropriate town board, who shall then remove the on premise
468 sign. Any cost of removal incurred by the County or appropriate town board
469 shall be assessed to the owner of the property on which such sign is located
470 or may be paid by the County treasurer who shall enter the amount
471 chargeable to the property in the next tax roll as a special tax on the lands
472 upon which the on-premise sign was located, which tax shall be collected, as
473 are other taxes.

474
475 The County Clerk shall, within seven (7) days after adoption of Ordinance Amendment
476 #01-2012 by the Oneida County Board of Supervisors, cause a certified copy thereof to
477 be transmitted by mail to all Town Clerks.

478 Approved by the Planning and Zoning Committee this 4th day of April, 2012.

479
480 Vote Required: Majority = _____ 2/3 Majority = _____ 3/4 Majority =
481 _____

482
483 The County Board has the legal authority to adopt: Yes _____ No _____ as
484 reviewed by the Corporation Counsel, _____, Date:
485 _____

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488 Offered and passage moved by: _____
489 Supervisor
490 _____
491 Supervisor
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493 Supervisor
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497 Supervisor

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501 _____ Ayes
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505 _____ Absent
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507 _____ Abstain
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510 _____ Enacted

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512 by the County Board of Supervisors this ____ day of _____, 2012.

513

514 _____ Defeated

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518 _____
Mary Bartelt, Clerk

Ted Cushing, County Board Chair

519

MEMORANDUM

Oneida County Planning & Zoning Department

Date: April 12, 2012
To: Oneida County Board of Supervisors
CC: Brian Desmond, Corporation Counsel
From: Karl Jennrich, Zoning Director 
RE: Sign Ordinance – Section 9.78

Before you is a resolution to amend Section 9.78, Sign Regulations. Oneida County has regulated signs for many years and currently regulates signs within townships that are comprehensively zoned and unzoned townships within the shoreland area, which is defined as 1,000 feet from the OHWM of a lake or 300 feet from a river or stream.

Several towns expressed a desire to regulate on-premise signs. A resolution to allow towns to regulate on-premise signs was forwarded to the Oneida County Board of Supervisor on January 18, 2011. Resolution #6-2011 failed and Oneida County continues to regulate on-premise and off-premise signs.

As a result of the failed resolution, the Planning and Zoning Committee directed staff to work with the towns that expressed their concerns regarding Section 9.78—The Sign Ordinance. As a result of discussions with the Towns of Minocqua, Woodruff and Three Lakes is the resolution before you to amend Section 9.78—The Sign Ordinance.

This memo will provide you with a brief summary of the proposed changes, but please review the resolution in its entirety. For your reference, signs, free-standing, on-premise and off-premise signs are defined below.

Sign: Any outdoor advertising, display, device, notice, figure, painting, drawing, message, placard, poster, billboard, structure, or other thing, which is designed, intended, or used to advertise or inform, any part of the advertising or informative contents of which is visible from any place from the roadway. Included in this definition as signs are graphic devices such as logos, attention attracting media such as banners, pennants, flags or logo sculpture, statues, inflatable devices, and obtrusive colored fascia or architectural elements.

Freestanding Sign: A sign supported by posts, poles, or standards and is not attached or connected to any building.

On-Premise Sign: A sign advertising activities conducted on the property on which it is located. This includes a sign which consists solely of the name of an establishment and a

sign which identifies the establishment's principle product or services offered on the premises.

Off-Premise Sign: A sign which advertises goods, products, facilities or services not available on the premises where the sign is located, or directs persons to a different location from where the sign is located.

The changes are as follows:

1. Every business is permitted one free standing sign. The sign size has been changed to regulate the size of the sign based on the setback from the right-of-way of a road.
2. The provisions for multi-tenant signs has been changed to remove additional free-standing signs on the property and to allow only one free-standing sign. The sign size has been increased from 64 square feet to a larger size, depending on the setback from the right-of-way.
3. Home Occupations are allowed to have one free-standing sign, 12 square feet in size.
4. The current ordinance allows signs attached to buildings. The change was for projecting signs. The language was clarified that if a Town allows a setback less than 20 feet to the right-of-way, smaller projecting signs will be allowed to be placed on the structure.
5. The current ordinance allows electronic signs. This part of the ordinance was modified as follows:
 - a. Electronic signs will now be allowed full spectrum color.
 - b. Electronic signs will be allowed to show graphics.
 - c. Electronic signs will now be allowed in any zoning district that allows a business. Previously electronic message signs were only allowed in Business B-6 and B-7.
6. No major changes were made to off-premise signs. The language was clarified.
7. Additional signs will be exempted from the sign ordinance, which include:
 - a. Political or holiday signs 32 square feet or less. Currently the size limit is 12 square feet.
 - b. Signs on personal property with no business or commercial content less than 12 square feet will now be allowed.
 - c. On-premise promotional banners if they meet a certain square footage and specify a certain timeframe.
 - d. "Open" signs outside of the business will be allowed.
 - e. Sandwich boards will be allowed.
 - f. ATV/snowmobile and directional signs will be exempted.

For your information, I have also enclosed an article from the Northwoods River News that discusses the proposed sign ordinance.

If you have any questions please feel free to contact me at 715/369-6130 prior to the County Board Meeting.

KJ/ljd

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April 10, 2012

4/7/2012 7:30:00 AM

Planning and Zoning Committee to forward new sign ordinances to county board

Abolishing all ordinances failed, changes made to appease towns



Marcus Neseemann
Reporter/Photographer

The Oneida County Planning and Zoning Committee has finalized changes to the county's sign ordinances and is prepared to send the changes on to the full county board for approval.

Previously, the committee flirted with the idea of abolishing all sign ordinances in the county to allow towns to do what they please with signs, but that idea failed to gain any traction with the full county board.

Instead, the Planning and Zoning Committee held a public hearing on Feb. 1 to talk with town representatives in order to amend county sign ordinances in an effort to make everybody satisfied with the changes.

From that meeting, the committee formulated changes to the ordinances to create a finished product everyone could be content with.

"We had the public hearing and then we made some slight changes (to the ordinances) and then we sent them back to the towns to make sure they were all alright with the final changes," Scott Holewinski, committee chairman, said.

Because it was town representatives who first requested changes to be made, they played an important part in the process.

"Some of these changes came about with concerns from some of the local municipalities - Three Lakes and Minocqua, in particular, and Woodruff had concerns about allowing some more flexibility for some business owners with a different type of signage that they would be allowed to have on their property," Karl Jennrich, Planning and Zoning Director, said at the public hearing. "As part of that discussion we also took a look at on-premise signs, the size of signs, and the number of free-standing signs on multi-tenant buildings."

On and off premise

First on the list was on-premise signs, which saw their size requirements change.

Before, a business was permitted one freestanding, on-premise sign visible from each direction of travel that was to be no greater than 250 square feet.

Under the newly proposed rules, if a sign is 20 to 99 feet from the road right-of-way it can be no greater



Marcus Neseemann/River News

Planning and Zoning Committee member Billy Fried looks over the finalized changes to the county's sign ordinances before voting with the rest of the committee to forward them on to the full county board for approval.

"We had the public hearing and then we made some slight changes (to the ordinances) and then we sent them back to the towns to make sure they were all alright with the final changes."

Scott Holewinski, Planning and Zoning Committee Chairman

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than 64 square feet per face.

If the setback from the road right-of-way is greater than 100 feet, the sign can then be up to 250 square feet per face.

In towns that allow for a setback closer than 20 feet, the sign can be no greater than 64 square feet per face.

Multi-tenant businesses also saw changes to their sizing requirements.

For setbacks greater than 20 feet, the sign can be no larger than 128 square feet per face.

Setbacks greater than 100 feet are allowed to be up to 250 square feet per face.

There is also a proposed rule that no single tenant can utilize more than 50 percent of the area of the sign.

Home businesses, such as craft businesses, are allowed one freestanding sign that can be no larger than 12 square feet per face.

Included in this section is a rule that no part of an on-premise sign "shall exceed 30 feet in height including support. Landscaped berms on which signs are placed cannot exceed five feet in height above the existing grade," the new ordinance states.

Off-premise signs saw fewer changes, with the most significant being a height requirement that stipulates signs can be no taller than 20 feet above the existing grade or landscaping berm which itself cannot be taller than five feet.

New allowances

Both businesses and private citizens are getting some new allowances in the proposed rule changes.

Businesses would now be allowed to put up promotional banners advertising special events at their stores.

The banners cannot, however, exceed a combined 32 square feet.

Businesses will also be allowed sandwich boards less than 10 square feet per face with a maximum height allowance of four feet and a maximum width allowance of two and a half feet.

The sandwich boards must be removed daily.

Businesses would now also be allowed to have signs announcing they are open but those signs must also be removed daily.

Citizens will be afforded a new allowance in the form of political and holiday signs.

Townfolk would now be allowed political and holiday signs that do not exceed 32 square feet in surface area as opposed to the 12 square feet they used to be allowed.

Committee member Billy Fried said he might bring this up at the county board meeting when the changes are brought forward. He said he would like to see more regulations surrounding political signs but hasn't decided yet whether he will push for them at the meeting or not.

"It's not like anyone's complained to me, I just think it's ridiculous that we regulate all these other signs and these political signs can go everywhere and anywhere and any size, any color," Fried said. "I think it's wrong ... It's not a big deal but I might do it. We'll see what kind of mood I'm in that day."

Fried may not have heard any complaints about political signs, but Jennrich has. Most of the complaints he said he's heard have to do with political signs being in the right-of-way.

Big city sign lights

One of the bigger issues to come out of all of this signage mayhem is the question of whether or not to allow all the colors of the spectrum on electronic signs or if the rules should stay the same and allow only white and amber lights.

Language in the proposed changes suggests that all colors will now be allowed, but there is also language that exempts part of the Minocqua business district.

Minocqua town chairman Mark Hartzheim attended the public hearing to get that language removed so that color is allowed in all parts of Minocqua.

"There is quite a lot of mixed feelings and opinions about whether to support the change from white amber to full color but nobody wants to divide the business district into two," Hartzheim said. "If the county is going to go to full spectrum color we would prefer ... to have the whole town treated the same."

Jennrich and the rest of the committee did not see a problem in that and removed the language.

The changes will now go before the newly-constructed county board for approval.

Marcus Neseemann may be reached at marcus@rivernewsonline.com.

Reader Comments

Posted: Sunday, April 08, 2012

Article comment by: **David Schmitz**

Good to see this sign ordinance moving forward. Sure hope Supervisor Fried brings forth some changes for political signs. Perhaps the biggest change would be enforcement. The supervisor from Newbold has for years violated the sign ordinance with his political signage, but when he is in office wants to stick his residence with the strict zoning laws. Now I hear he wants to be county board chairperson.

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