

Chapter 23

Regulation of Signs

Section 1: Intent.

To protect the public health, safety and general welfare.

Section 2: Applicability.

This Chapter is applicable to all signs, which are placed on any land within the Town of Tilden that is within view of any Federal, State, County and Town Highways. Signs erected by a government or government agency for traffic control, direction or advice are not subject to this ordinance.

Section 3: Definitions.

A. Freestanding Sign - A sign principally supported by one or more columns, poles or braces placed in or upon the ground.

B. Sign - any device visible from a public place whose essential purpose and design is to convey either a commercial or non-commercial message by means of graphic presentation of alphabetic or pictorial symbols or representation.

C. Sign, Double Faced - a sign with two faces back to back, or with an interior angle of less than 30 degrees (also known as V-signs).

D. Sign, Off Premise - a sign whose message content does not bear any relationship to the activities conducted on the premises on which it is located.

E. Sign, On Premise - a sign whose message content bears a direct relationship to the activities conducted on the premises on which it is located.

F. Sign Structure - any structure designed for the support of a sign.

G. Sign, Temporary - a sign intended to display either commercial or non-commercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, not permanently affixed to a building, or attached to a sign structure that is permanently embedded in the ground, are considered temporary signs.

Section 4: General Provisions.

A. Any sign erected after the effective date of this ordinance shall be required to obtain a permit that conform to the provisions of this ordinance and the provisions of any other applicable ordinance, rule or regulation of the Town of Tilden, the County of Chippewa, the State of Wisconsin and the Federal Government and any agency thereof.

B. Any sign legally existing at the time of passage of this ordinance, that does not conform to the provisions of this ordinance, shall be considered a protected use and may continue in such status until such time as it is either altered, abandoned or removed by its owner, or removed by the town pursuant to sub. (c) below. Maintenance of the sign for purposes of changing the sign message shall not be considered an alteration requiring conformance with the ordinance.

C. If any sign becomes damaged, insecure, or seriously deteriorated as determined by the Town Board, the owner thereof shall be notified to repair or remove the sign within 30 days. If such sign is not removed or repaired as required, the Town of Tilden shall cause the sign to be removed and shall charge the sign owner or the property owner for any expense incurred.

D. Any person, firm, corporation or organization desiring to place, erect or relocate a sign shall make application to the Town Chairman or his designee, on forms provided by the Town and pay the permit fee as established by the Town Board. This shall not apply to government signs, temporary construction signs, real estate signs or temporary signs.

E. Setbacks. The setback of all signs shall be a minimum of 15 (fifteen) feet to the property line or not less than the height of the sign, whichever is greater.

Section 5: On Premises Signs.

A. On premises advertising signs for commercial and industrial businesses are permitted and shall comply with the following:

- 1.** The total area of all signs on any building or combination of buildings that comprise a business or enterprise shall not exceed 60 square feet or no more than three (3) feet in height and no more than one-third the length of a single building whichever is less.
- 2.** One freestanding sign is allowed and shall not exceed sixty square feet in size. The sign may be in the front yard but shall not be closer than fifteen feet to any other property line.
- 3.** Projecting wall and roof signs shall not project more than forty-eight inches from a building, or into a public right-of-way, or extend more than five feet above the roof or parapet wall.

Section 6: Permitted Signs.

The following signs shall be allowed without a permit; in the front yard, excluding visual triangle areas; and as regulated in the following subsections:

- A. Government signs.** Signs of a public, noncommercial nature, including but not limited to safety signs, traffic control devices, scenic or historical signs not memorial plaques.

- B. Integral signs.** Signs attached to buildings or structures which name the building, date of construction and commemorative actions.
- C. Campaign signs.** Election campaign or referendum signs may be placed on the first day for circulation of nomination papers or the period beginning on the day on which the questions to be voted upon are submitted to the electorate and shall be removed within seven days after the day of election or vote on a referendum. In residential districts, no sign may be electrical, mechanical or have an audio auxiliary.
- D. Nameplates.** One sign which states the owner's name, address and a home occupation or farm related business.
- E. Holiday signs.** Signs or displays which contain or depict only a message pertaining to a national or state holiday, displayed for a period not to exceed 60 days.
- F. Construction signs.** Non-illuminated signs naming the architects, engineers, contractors and other individuals or firms involved with the construction, alteration or repair of a structure and the future use of the site. Such signs shall be confined to the construction site and shall be removed when the project is completed or occupancy of the structure, whichever comes first. No sign shall exceed 64 square feet in size.
- G. Real estate signs.** A single on-premises sign announcing the owner, manager, realtor or other person directly involved in the sale or rental of a property. IN the event of sale, the sign must be removed within ten days thereafter. Signs shall not measure more than six square feet in size in residential districts nor more than 20 square feet in size in all other districts.
- H. Trespassing signs.** Signs which indicate the allowed use of private property, such as no trespassing, no hunting, or hunting by permission only per terms of law as to frequency and size.
- I. Seasonal agricultural product signs.** Signs indicating seasonal agricultural products.
- J. Agriculture test plot signs.** Agricultural test plot signs shall be allowed under the following conditions:
 1. One sign facing each direction.
 2. Sign shall not exceed 32 square feet in size and are permitted during the growing season and shall be removed after harvest.
 3. Row markers and variety markers are permitted as necessary.
- K. Occasional yard sale sign.** One sign is allowed, shall not exceed six square feet in size and shall not be placed more than one day prior to the sale and removed at end of sale.
- L. Motor fuel pricing signs.** One freestanding or canopy sign displaying the type of service offered, grade of fuel and price of the motor fuel sold is allowed. Each type of service offered is allowed a maximum of 12 square feet in size. If, in the determination of the department, one sign is not sufficient to convey the above information, two single faced signs may be displayed at appropriate points along the pump island in lieu of provisions set forth in this section.
- M. Banners.** Any one-pieced sign constructed, of nylon, plastic or other pliable material and without a permanent rigid frame, which does not exceed 64 square feet and is not displayed for a period to exceed 30 days. However, a location where banner signs are regularly erected shall be treated as a permanent sign.

Section 7: Prohibited Signs.

A. No sign shall contain, include, nor be composed of any animated or moving parts, any lewd or lascivious message or graphic portrayals thereof, any flashing, intermittently operating or rotating lights, nor lights directed toward any highway right of way, nor lights directed toward any property owned or inhabited by any other person or business.

1. All lighting for signs both on premises and off premises will have opaque shielding so that the light is directed toward the sign only, and does not flare out into the surrounding environment. No sign shall be illuminated by lights that exceed the maximum wattage necessary for adequate viewing, as determined by the Town Planning Commission.

B. No permanent sign shall be placed in the visual clearance triangle area of any intersection, which is described as the quadrant of every public highway intersection, a triangle bounded by the highway centerlines and a line connecting points on them, 300 feet from a Class A highway, 200 feet from a Class B highway and 125 feet from a Class C highway. For purposes of this section, a Class A highway is a state trunk highway, a Class B highway is a county trunk highway and a Class C highway is a town highway.

Section 8: Penalties. See Chapter 2.

Section 9: Variance. All sections of this chapter are subject to the variance procedures outlined in Chapter 20.