

ORDINANCE NO. 08.2026

ORDINANCE TO AMEND THE ZONING CODE OF THE TOWN OF POLK, WASHINGTON COUNTY, WISCONSIN

WHEREAS, the Town Board for the Town of Polk adopted a comprehensive zoning code for the Town of Polk on June 11, 2024, by Ordinance No. 02.2024, and has amended said zoning code from time to time;

WHEREAS, that zoning code is titled "The Town of Polk Zoning Ordinance;"

WHEREAS, following proper notice, the Town of Polk Plan Commission conducted a public hearing on August 4, 2026, to consider the proposed amendments, accepted public comment, and recommended approval of the amendment on the same date;

WHEREAS, the Town Board considered the Plan Commission's recommendation at their meeting on August 12, 2026; and

WHEREAS, the Town Board of the Town of Polk, having reviewed the recommendation of the Plan Commission and having given the matter due consideration, finds that all procedural and notice requirements have been satisfied and further finds that the amendment promotes the public health, safety, and welfare, preserves and enhances property values, and supports the orderly and desirable use of land within the Town; and

WHEREAS, the Town Board and Plan Commission have reviewed the Town's regulations governing billboard signs and have determined that amendments are appropriate to better direct the location of future billboard development while preserving the existing dimensional and operational standards applicable to such signs; and

WHEREAS, the proposed amendments limit new off-premises billboard signs to properties located along the Interstate 41 and U.S. Highway 45 freeway corridors, thereby concentrating such signs within established transportation corridors and reducing the potential for expansion into other areas of the Town while maintaining the existing standards governing permitted billboard signs;

NOW, THEREFORE, the Town Board of the Town of Polk, Washington County, Wisconsin, does hereby ordain as follows:

Section 1. Amendment to § 336-138(D).

§ 336-138(D) is hereby amended to read:

D. B-1, M-1, and M-2 Districts.

- (1) Type of signs allowed. In addition to signs not requiring a permit, the following signs are allowed in the B-1, M-1, and M-2 Districts:

Sign Type	Maximum Number	Maximum Face Area	Maximum Height	Minimum Street Yard Setback	Minimum and Rear Yard Setback
Billboard/highway sign (I-41 and STH 45 corridors) [15] [16]	1 [1] [2]	1,200 sq. ft.	30 ft.	10 ft. from right-of- way	Same as side yard setback in applicable zoning district.
Canopy/marquee [3]	1 per street facing first floor entrance/ exit	50 ft.	1 foot from top of canopy or marquee[4] [5]	Lesser of 2 ft. from curb or 12 ft. from wall to which it is attached	n/a
Ground [6]	1 per accessible street frontage	120 sq. ft.	10 ft.	10 ft. from right-of- way	3 ft.
Ingress/egress	2	8 sq. ft.	5 ft.	None [7]	3 ft.
Pole	1	100 sq. ft.	45 ft. [8]		10 ft.
Projecting	1	9 sq. ft.	None	None [5] [9]	n/a [9]
Wall [10]	2 [11]	Cumulative total: 500 sq. ft.	8 ft. [12] [13]	n/a	n/a
			[14]		

- [1] Minimum sign spacing on all roads is 300 feet.
 [2] Shall be placed and secured to a permanent foundation.
 [3] Shall project a minimum of four feet from structure to which it is attached.
 [4] Shall maintain a minimum clearance between bottom of canopy/sign and the finished surface of public sidewalk or other nonvehicular public thoroughfare of eight feet.
 [5] Shall be constructed and erected so that lowest portion thereof is at least 12 feet above the level of a public or private drive.
 [6] Shall contain address number of the structure with which it is associated.

- [7] Shall be located no farther than 10 ft. from direct access to road or highway.
- [8] The lowest level of the sign atop a pole sign shall not be less than 15 ft. above the natural grade for sidewalks, parking lots, driveways, and other areas used by motor vehicles.
- [9] No portion of sign shall cross the property line or extend over a public right-of-way.
- [10] Shall not project more than 13 inches from the wall to which it is attached or affixed.
- [11] Maximum number of wall signs per unit on a multitenant structure is one.
- [12] Total height of a wall sign, from the top of the sign to the bottom of the sign, shall not exceed eight feet.
- [13] Top of sign shall not exceed 20 feet from base of building to which it is attached or affixed.
- [14] Shall not project higher than the parapet line of the wall to which sign is to be attached or affixed.
- [15] New Billboard Signs are only permitted on parcels with frontage on Interstate 41 and US Highway 45.
- [16] Billboard Signs shall be placed in a manner where display is primarily visible from Interstate 41 or US Highway 45.

Section 5. This ordinance shall take effect upon passage and posting as provided by law pursuant to Wis. Stat. §§ 60.80 and 66.0103.

All other provisions of the Town of Polk's Zoning Ordinance remain in full force and effect.

ADOPTED this 12th day of August, 2026.

Albert J. Schutteis
Albert Schutteis, Town Chairman

Ayes: 3 Nays: Absent:

Attest: Alison Pecha
Alison Pecha, Town Clerk