

Title 16 – Chapter 7

SIGNS

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16-7-1 INTENT.

- (a) The intent of this Section is to provide minimum standards to safeguard life, health, property, and public welfare by regulating and controlling the quality of materials, appearance and construction, illumination, installation and maintenance of all signs and sign structures.
- (b) This Ordinance shall cover all signs in use, planned or hereafter installed with the Town of Oshkosh.

16-7-2 PURPOSE.

The purpose of this chapter is to protect the public health, safety and general welfare by:

- (a) Promoting well maintained and attractive signage with the Town;
- (b) Providing for adequate business identification, advertising, and communication; and
- (c) Protecting the safety and efficiency of the Town's transportation network by reducing confusion or distractions to motorists and enhancing motorists' ability to use pedestrians, obstacles, other vehicles and official traffic signs, signals, or devices by minimizing a proliferation of messages for the motorist.

16-7-3 PERMIT REQUIRED.

No projecting, or free-standing sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a zoning permit except those signs accepted in Chapter 7.4 and without being in conformity with the provisions of this Ordinance. Unless otherwise specified, the basic district standards shall apply for setback and height standards.

16-7-4 SIGNS ACCEPTED.

All signs are prohibited in all residential, agricultural, and public and semi-public districts except as follows:

- (a) Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration, only the name and occupation of the proprietor and not to exceed two (2) feet in height and ten (10) feet in length.
- (b) Real estate signs which advertise the sale, rental or lease of the premises, and political campaign signs when they are temporarily located
- (c) Name, occupation and warning signs not to exceed two (2) square feet located on the premises.
- (d) Bulletin boards and identification signs for public, charitable or religious institutions, apartments, planned residential developments and subdivisions and model homes, in residential districts, provided they:
 - (1) do not exceed 32 sq. ft. in area except model homes not to exceed 16 sq. ft. in area.
 - (2) are located a minimum of 10 ft. from the right-of-way.
 - (3) conform to the other yard requirements of the basic district.
 - (4) do not exceed in height ten (10) feet above the crown of the road.
 - (5) meet distance requirements of free standing business signs.
 - (6) are limited to the number of signs specified for on-premise business signs.
- (d) Memorial signs, tablets, names of buildings, and date of erection when cut into masonry surface or when constructed affixed flat against a structure.
- (e) Official signs (Municipal), such as traffic control, parking restrictions, information and notices.

- (f) Temporary signs or banners when authorized by the Board of Appeals.
- (g) Farm names and identification signs in all agricultural districts.
- (h) Signs in existence before the adoption of this ordinance which have been damaged or destroyed by vandalism or other malicious acts.

16-7-5 BUSINESS SIGNS PERMITTED (ON-PREMISES).

- (a) Business signs are permitted in all business, industrial and public and semi-public districts.
- (b) Temporary and mobile mounted signs are permitted in the B-2 & B-3 Business Districts and all industrial districts.
- (c) Business signs clearance standards:
 - (1) Projecting signs shall not be less than ten (10) feet above the grade nor fifteen (15) feet above a driveway or an alley.
 - (2) Free-standing signs.
 - (a) Located above a walkway or driving area shall not be less than ten (10) feet above a walkway nor less than fifteen (15) feet above a driveway or an alley.
 - (b) Located within 100 feet centerline of the intersection of two streets that are located on the same side of the street as the property where a permit has been requested: the bottom of the sign shall not be less than ten (10) feet above existing grade or grade of existing structure at the time of permit approval.
 - (c) Located within 30' of a driveway centerline and road right-of-way the bottom of the sign shall not be less than ten (10) feet above existing grade or grade of existing structure at the time of permit approval.
- (d) Business Sign Standards.
 - (1) Street--Minimum--10 ft. Unless otherwise specified in Conditional Use Approval.
 - (2) All Other District Yards--Minimum--Same as basic district, unless otherwise specified in Conditional Use Approval.
 - (3) Size--Area--Minimum--None--Maximum—All faces combined, per side, shall not exceed 100 square feet. Signs designed to have more than two sides

shall reduce the overall area of all sides combined to not exceed 200 square feet total, with no one side exceeding 100 square feet, all faces combined. Size may be increased to 150 square feet, per side, all faces combined, for a corner lot if the owner agrees to limit the number of signs to one (1).

- (4) Height--Maximum--35 ft. above crown of road.
- (e) Where property abuts more than one street, one sign per street side is allowed.

16-7-6 OFF-PREMISES SIGNS.

- (a) Advertising Signs Permitted. Advertising signs are permitted in the B-2 & B-3 Business Districts and all industrial districts subject to the following:

- (1) Standards.

- (a) Street -- Minimum -- 10 ft., unless otherwise specified in Conditional Use Approval.
- (b) All other District Yards--Minimum--Same as basic district, unless otherwise specified in Conditional Use Approval.
- (c) Size--Area--Maximum--32 sq. ft. per side, including all faces combined.
- (d) Height--Maximum--25 ft. above existing grade or grade of existing structure at the time of permit approval.

- (b) Direction Signs Permitted. Directional signs are permitted in B-1 and B-2 Business Districts subject to the following:

- (1) Standards.

- (a) Size--Area--Maximum--32 sq. ft. per side, including all faces combined.
- (b) Height--Maximum--25 ft. above existing grade of existing structure at the time of permit approval.
- (c) Yards.
 - I. Street--Minimum--3 ft.
 - II. Side--Minimum--3 ft.

- (2) Number--no more than four (4) for any single business or organization.

- (c) Advertising and Direction Signs. Clearance standards:
 - (1) Projecting signs shall not be less than ten (10) feet above the grade nor fifteen (15) feet above a driveway or an alley.
 - (2) Free-standing signs.
- (d) Located above a walkway or driving area: shall not be less than ten (10) feet above a walkway nor less than fifteen (15) feet above a driveway or an alley.
- (e) Located within 100 feet of an intersection of a driveway or roadway: shall not be less than ten (10) feet above existing grade or grade of existing structure at the time of permit approval.
- (f) Vehicle Signage. Non-registered vehicles, including semi-trailers, campers, buses, automobiles, and other like vehicles, shall not be parked on private property or a public right-of-way so as to be seen from a public right-of-way, which has attached thereto or located thereon any sign or advertising device for the basic purpose of providing advertising of products or directing people to a business activity located off-premises.

16-7-7 NON-CONFORMING SIGNS.

Signs existing at the time of adoption of this ordinance which do not conform to the provisions of this ordinance shall become nonconforming. As such, these signs shall adhere to the nonconforming provisions of Chapter 4 of this ordinance and to the following:

- (a) Two or more signs located closer than the distance standards indicated in this ordinance shall become nonconforming for the purposes of this section, regardless of which sign was erected first and regardless of whether the nearest sign measured from is located within or outside of Town zoning jurisdiction.

16-7-8 INFORMATIONAL SIGNS.

Informational signs are allowed without permit as an accessory use to all parking areas, and in all business, industrial, and public district subject to the following:

- (a) Standards
 - (1) Size-Area-Maximum--4 sq. ft.
 - (2) Number--Maximum--1 sign per each entrance and exit. Additional signs may be placed on the property as needed for the operation of the business.

- (3) Yard--All-Minimum--projection must be within property lines.
- (4) Height--Maximum--7 ft. above crown of road.

16-7-9 FACING.

No business, advertising, or directional sign, except those permitted in Sec. 7.3, shall be permitted to face a residential or public and semi-public district within fifty (50) feet of such district boundary.

16-7-10 SHAPE AND ILLUMINATION.

Signs shall not resemble, imitate, or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices. No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, driveway, or fire escape; and no sign shall be attached to a standpipe or fire escape.

No sign shall be placed so as to obstruct or interfere with traffic visibility. Externally illuminated signs shall be lighted by white light only, no sign shall flash, occilate, or rotate, except public service time and temperature signs. However, in all cases externally illuminated signs shall be shaded, shielded, or directed from surrounding properties and vehicular traffic.

16-7-11 DILAPIDATED, UNMAINTAINED AND ABANDONED SIGNS.

- (a) Dilapidated and Unmaintained Signs. Signs allowed by this ordinance shall be maintained in a safe, presentable, and good structural condition at all times, including replacement of defective parts, painting, repainting, cleaning and other acts required for proper maintenance of the sign. Signs that are determined by the Town to be dilapidated, unmaintained and/or unsafe shall be subject to the razing provisions of Section 66.05, Wis. Stats.
- (b) Abandoned Signs shall be removed by the owner or lessee of the premises, when, for a business sign, the business it advertises is no longer conducted; and for an advertising or directional sign, when lease payment and rental income are no longer provided. If the owner or lessee fails to remove the sign, the Town shall give the owner sixty (60) days written notice to remove said sign. Upon failure to comply with this notice, the Town may cause removal to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located.

16-7-12 DISTANCE STANDARDS.

- (a) No advertising or directional sign shall be located closer than 1,320' to any other advertising or directional sign regardless of municipal boundaries, street classification, topography, etc.
- (b) Business signs shall be allowed at a distance of one business sign per lot of record, except that where a multiple frontage lot occurs, each frontage shall be allowed one business sign.

Height	Street	Maximum	10 ft. above existing grade at the time of approval
Signs Over Driveways or Alleys		Maximum	18 ft. above existing driveway grade at the time of approval.
Yards	Street	Minimum	10 ft.
Setbacks	Side	Minimum	10 ft.
Number Spacing	Not to exceed four (4) for any single parcel. 200 ft. apart		

16-7-13 PARKING SIGNS.

Parking area signs are permitted as an accessory use to all parking areas in all business, industrial and institutional/recreational districts, subject to the following standards:

Size	Area	Maximum	4 sq. ft.
Number		Maximum	1 sign per entrance and exit
Yard/ Setback	All	Minimum	10 ft.
Height	--	Maximum	7 ft. above existing grade