

TOWN OF BAYFIELD
S County – Wisconsin

ORDINANCE 2008-05

An Ordinance Regulating Signs and Signage

This ordinance rescinds and replaces Ordinance 2007-07.

SECTION 1 – Purpose

The purposes of this ordinance are to protect the natural scenic beauty and rural character of the Town of Bayfield, promote traffic safety and provide important information to the traveling public. These purposes shall be achieved by restricting the number, size, location, maintenance, and spacing of outdoor advertising signs through the administration of this ordinance.

SECTION 2 – General Restrictions

No outdoor advertising sign visible to the traveling public shall be erected, structurally altered, or maintained except as provided in this ordinance.

SECTION 3 – Number and Size of Permitted Signs.

Class Type	Maximum	Number	Maximum Size (Square Feet)
A	On premise	2	50 per sign*
B	Off premise	2	50 per sign**
B	Multi-tenant	1	16 per sign***
	Off premise		
B	Agri-business directional		4 per sign****
	Off-premise	2	

* Except as provided in Section 5.

** No off premise signs shall be permitted along State Highway 13 other than those authorized by State law.

*** Developments containing multi-businesses (commercial or industrial parks) or parcels with a structure designed for multi-business tenants shall be permitted to erect one (1) multi tenant sign not to exceed 14 feet in height and include a maximum of one (1) panel for each business with an area not to exceed 16 square feet. Each panel included in the multi tenant sign shall count as one 50 square foot on premise or off premise sign depending on sign location. Multi-tenant signs shall be limited to one per development or multi-tenant parcel. A multi-tenant sign may be located on a multi-tenant parcel or at the first common road intersection serving a multi-tenant business parcel or multi-business development site.

**** Agri-business signs shall be located at road intersections or points of common road entry to agricultural areas. The first sign placed will be required to obtain a Class B permit designating the location as an “agricultural sign mall”. Only businesses engaged in agricultural production and sales or the sale of processed agricultural products shall be allowed a sign at an “agricultural sign mall” location.

Note: For purposes of this Section, two back-to-back faces on one sign structure constitute a single sign.

SECTION 4 – Distance

Off premise signs visible from the same road and located on the same side thereof, including signs advertising different businesses, products, etc., shall have a minimum separation distance of one thousand three hundred twenty (1,320) feet between them. Multi-tenant signs, if off-premise, described in Section 3 are exempt from the distance requirement.

SECTION 5 – Exempt Signs

The following signs are exempt from the requirements of this ordinance

(a) Signs advertising garage sales, auctions, carnivals, or other events if all of the following requirements are met:

- (1) The sign does not hinder traffic safety or visibility
- (2) The sign is less than eight (8) square feet
- (3) The sign is erected no sooner than fourteen (14) days prior to the advertised event end,
- (4) The sign is removed no later than 7 days after the advertised event.

(b) Signs on rolling stock of common carriers parked in a visible location while loading and unloading.

(c) Signs of two (2) square feet or less with no letters, numbers, symbols, logos, or designs in excess of two (2) inches in vertical or horizontal dimensions.

(d) Specific information signs authorized under Sec. 86.195, Wis. Stats., tourist oriented directional signs authorized under Sec. 86.196, Wis. Stats., and guidance signs authorized under TRANS 200.03, Wis. Adm. Code.

(e) Temporary "For Sale" signs if they do not hinder traffic safety or visibility, and if less than ten (10) square feet.

(f) Temporary banners over roads if all of the following requirements are met:

- (1) The banner is securely fastened
- (2) Made of durable materials
- (3) Mounted at least twenty (20) feet high above the road surface
- (4) Located so as to not hinder traffic safety or visibility, and not displayed for more than one hundred twenty (120) days in any year.

(g) Signs for religious organizations or service clubs, if all of the following requirements are met:

- (1) The sign does not hinder traffic safety or visibility.
- (2) A single sign with multiple listings may be placed along highway 13 north of the City of Bayfield and south of the City of Bayfield. Each listing shall be limited to a one foot (1) by six foot (6) sign with black letters on a white background.
- (3) With the exception of State Highway 13, no more than two (2) off premise and two (2) on premise signs shall be permitted per organization or club.
- (4) Off premise signs visible from the same road and located on the same side thereof, including signs of different organizations or clubs, shall have a minimum separation distance of three hundred (300) feet between them.

SECTION 6 – PERMITS

No Class A or Class B signs shall be erected, relocated, or structurally altered unless a Special Use Permit has first been issued by the Town of Bayfield.

SECTION 7 – NON CONFORMING SIGNS

Grace Period

- (a) All signs in existence on the effective date of this ordinance which do not comply with Section 3 and Section 8 and are not exempted under Section 5 shall be brought into compliance or removed within five (5) years of such date, provided that this provision shall not apply in such instances where it would be contrary to state or federal law or where it would result in a loss of state or federal funds for maintenance of the road from which the sign in question is visible Highway 13 and provided further that any nonconforming sign in existence on the effective date of this ordinance which is adjacent to such a road and which cannot remain in its existing location due to widening of the road, may be moved to a corresponding location relative to the widened road without losing its nonconforming status.
- (b) A nonconforming sign that is exempt from the removal requirement under subsection (a) above, may be replaced with a new sign that shall also be exempt from such requirement subject to the following requirements:

- (1) The area of the new sign shall not exceed 50 square feet.
- (2) If the sign to be replaced is fastened to a building, the new sign shall not extend above the highest part of the building's roof. If the sign to be replaced is freestanding, the new sign shall not extend more than 20 feet above ground level.

SECTION 8 – General Sign Requirements

- (a) No back lighted, flashing, multicolored, intermittent, or moving lights, moving parts, or sound producing devices, shall be used with or on any sign.
- (b) Signs shall not be placed or allowed to interfere with any governmental or directional signs, or driver visibility.
- (c) Signs shall be placed on safe and sturdy supports except that on premise signs may be fastened to a building.
- (d) Signs shall not be closer than three (3) feet to a property line or right of way line, and except as provided in Section 7(b)(2), shall not extend more than ten (10) feet high above the ground level, except that signs fastened to a building may be higher so long as it is not higher than the highest part of that building's roof.
- (e) All signs are structures for purposes of location at the required setback from navigable waters.
- (f) No business on or off premise sign shall be intended, designed, or erected to be visible by those boating or swimming on navigable waters, except that no more than two (2) unlighted signs of less than ten (10) square feet may be erected on the site of a riparian business to advertise the name and services of that business.
- (g) All signs, sign faces, and sign supports shall be maintained in a safe and good state of appearance and repair as determined by the Bayfield Town Board.

SECTION 9 – Noncompliance

Bayfield Town Board may revoke any permit or order the removal, relocation, alteration, or repair of any sign the Board finds to be in violation of this Section. The Town Board may issue a citation for any violation of this. Fines shall be set by Ordinance 2005-12.

SECTION 10 – Removal Notice

Except for signs subject to removal under Section 7 a time limit of not less than thirty (30) days shall be given in any order for the removal of any sign. The immediate removal of a sign may be ordered where the sign poses a threat to traffic safety or visibility.

SECTION 11 – Removal of Obsolete Signs

An off premises sign advertising a business, product, service, commodity, entertainment, or real or personal property sale which has been terminated shall be removed within three (3) months after such termination.

SECTION 12 – Effective Date

This ordinance is effective on publication or posting. The town clerk shall properly post or publish this ordinance as required under s. 60.80, Wis. stats.

Thomas J. Gordon, Chair

Gerald L. Carlson, Supervisor

James F. Hauser, Jr., Supervisor

Richard L. Carver, Supervisor

William Ferraro, Supervisor

THIS IS TO CERTIFY THAT the foregoing is a true and correct copy of a resolution duly and legally adopted by the TOWN OF BAYFIELD at a regular meeting held on the 21st day of July, 2008.

David L. Good, Clerk