

TOWN OF MAPLE

ORDINANCE #7

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7.1 Sign Regulation Purposes

The intent of the Town of Maple sign ordinance is to balance the need to preserve the rural character and natural scenic beauty of the area with the equally important need to support the Town's economic base.

7.2 General Restrictions

- (a) No outdoor advertising sign visible to the traveling public shall be erected, structurally altered, or maintained except as provided in this Article.
- (b) Any signs not specifically described in this Ordinance may be permitted or denied at the discretion of the Town Board.

7.3 Number and Size of Permitted Signs

Each business or entity shall be permitted signage as follows:

- (a) On-premise signage. Each business shall be permitted on-premise signage as follows:
 - (1) One (1) sign with area not to exceed 96 square feet and up to two (2) additional signs with area of each sign not to exceed 50 square feet; or,
 - (2) Four (4) signs with area of each sign not to exceed 50 square feet.
 - (3) Multi-tenant signage. Each parcel with a structure designed for multi-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 that is not to exceed 16 square feet. Each panel included in the multi-tenant sign shall count as one 50 square foot on-premise sign as calculated in this section.
- (b) Off-premise signage. Each parcel may include up to two (2) signs off the premise with area of each sign not to exceed 50 square feet.
- (c) No single off-premise sign shall exceed 96 square feet.

Note: for purposes of this Section, two back-to-back faces on one sign structure shall constitute one (1) sign.

7.4 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 minimum separation distance of one thousand three hundred twenty (1,320) feet between them.

7.5 Exempt Signs

The following signs are exempt from this Article:

- (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) Off-premise signage of less than thirty-two (32) square feet;
 - (3) The sign is erected no sooner than thirty (30) days prior to the advertised event;
 - (4) The sign is removed no later than five (5) days after the advertised event.
- (b) Signs on the rolling stock of common carriers so long as such vehicles are not parked in one visible location for any consecutive period of thirty (30) or more days in any one year.
- (c) On premise signage of thirty-two (32) square feet or less.
- (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 or visibility, and if less than thirty-two (32) 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 not to hinder traffic safety or visibility, and not displayed for more than sixty (60) days in any year.
- (g) Permanent 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) The sign is less than thirty-two square feet.
 - (3) 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.

7.6 Sign Permits

- (a) No signs greater than 32 square feet and requiring a permit shall be erected, relocated, or structurally altered unless a Sign Permit has been issued by the Town. The original permit fee shall be \$ 50.00.
- (b) Permits shall be valid for not more than one (1) year and renewable June 1. The renewal fee shall be \$ 25.00
- (c) In the event a sign is sold or leased to another, the new owner/lease-holder shall be required to complete a new sign permit application and pay a transfer fee of \$ 25.00.

7.7 Non-Conforming Signs

(a) **Intent.**

This ordinance is intended to encourage the eventual elimination of signs which do not comply with the Ordinance. The elimination of non-conforming signs is important to the purpose stated above. However, it is also the intent of this Ordinance to avoid unreasonable invasion of property rights while accomplishing removal on non-conforming signs.

(b) **Continuance**

A non-conforming sign may be continued if it is maintained in good condition. It shall not, however, be replaced by another non-conforming sign. It may not be reestablished after damage or destruction by natural causes if the Town determines that the estimated cost of reconstruction exceeds 50% of the estimated replacement cost. However, it may be replaced if intentionally damaged or destroyed by vandalism.

(c) **Nuisance**

An unsafe or abandoned sign is declared a public nuisance, which shall be abated by its owner within sixty (60) days of receiving notice from the Town of Maple. After sixty (60) days, the sign may be removed by the Town of Maple at the property owner's expense.

7.8 General Sign Requirements

(a) Externally lit off-premise and on-premise signs are permissible where the source of light is designed and located in a manner that shields direct view of the light source from a highway driver and is shielded above from illuminating the night sky. This can be accomplished by using hoods (on or around the light), landscaping that shields the light source, or light placement that directs illumination onto the sign only.

(b) Internally lit off-premise or on-premise signs are permissible where the sole purpose of such illumination is to illuminate the sign and not the surrounding terrain or night sky.

(c) No flashing, multi-colored, intermittent, or moving lights, special effects, moving parts, or sound producing devices, shall be used with or on any sign.

(d) Signs shall not be placed or allowed to interfere with any governmental or directional signs, or driver visibility.

(e) Signs shall be placed on safe and sturdy supports, except that on-premise signs may be fastened to a building.

(f) Signs shall not be closer than twenty-five (25) feet from an adjoining private property line and/or five (5) feet from a right-of-way line, except as provided in the **Multi-tenant Signage** paragraph (3). Regarding height: Signs attached to a building shall be no higher than the highest part of the roof of the building.

(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 Town of Maple.

(h) Off-premise signs shall be no higher than twelve (12) feet above ground level, measured from the top of the sign.

(i) Non-commercial informational signage that could be in conflict with any sections of this ordinance may be considered for a variance on an individual basis by the Town Board and Plan Commission.

7.9 Noncompliance

The Town of Maple may revoke any permit or order the removal, relocation, alteration, or repair of any sign the Town finds to be in violation of this ordinance at the sign owner's or land owner's expense.

7.10 Removal Notice

Except for signs subject to removal under **Non-Conforming Signs**, 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. The Town of Maple shall not be responsible for the cost of the removal of the sign, rather the sign owner or property owner shall bear the expense of removal.

7.11 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 sixty (60) days after such termination at the sign owner's or property owner's expense.

7.12 Effective Date

This ordinance shall be effective January 1, 2011, upon passage and publication as provided by law.

7.13 Definition of Terms

Area: The measure of the width times the height of the sign shall be expressed in square feet.

Back to Back: Is a sign that has another sign of the exact same size, exactly opposite of it facing the opposite direction.

Banner: Canvas, vinyl or other, similarly flexible, durable material, whether mounted on a building or on a pole or poles.

Durable Material: The substance of what the sign or banner is made of shall not be able to deteriorate or decay quickly while the banner or sign is displayed.

Business: The building, and the premises upon which the building stands, that is not used for residential purposes.

Multi-tenant: Refers to a building in which more than one business is operating.

Off premise: Is a sign identifying or advertising a business, owner, operator, product, service or commercial activity not located or available on the premise where the sign is located or directing persons to a different location from where the sign is located.

On premise: A sign identifying or advertising a business, owner, operator, product, service or commercial activity located or available on the premises where the sign is located.

Permanent: Any sign attached to the ground, pavement or a building so as to be considered a fixture transferable upon sale of the premise.

Permit: The document furnished by the Town of Maple which authorizes erection of a sign consistent with this ordinance.

Permit Fee: The cost for obtaining a permit from the Town of Maple, and should be provided for within this ordinance.

Religious Organization: An entity that has been formed with a non-secular purpose.

Service Club: Generally refers to non-profit, publically recognized organizations such as the Elks, Eagles, 4-H Clubs, Boy and Girl Scouts, as examples, although other, similar organizations could fall into this category.

Sign: A device, fixture, placard, flag, or structure that uses any writing, representation, emblem, graphic, logo, symbol or other display to advertise or identify a business, owner, operator, product, service or commercial activity, an individual or to communicate information of any kind.

Signage: Any of the information that is displayed on a sign.

Temporary: Any sign that is not permanent.

Town Board: The elected officials that compromise the Board for the Town of Maple.

Adopted this 9th day of September,2010

Gary Saari (signed)
Chairman

Attest: David Grapentine, Town Clerk (signed)

Published: September 12, 2010