

## CITY OF WAUPACA ZONING REQUIREMENTS - SIGNS

### 17.021 DEFINITIONS.

**SIGN.** An emblem, name, identification, description or illustration which is affixed to or appears directly or indirectly upon a building, structure or piece of land and which directs attention to an object, product, place, activity, person, institution, organization or business. Neither official court or public notices, nor the flag of the nation or State shall be considered a sign under this chapter.

**SIGN, ADVERTISING.** A sign which directs attention to a business, commodity, service or entertainment not exclusively related to the premises where such sign is located or to which it is affixed.

**SIGN, BUSINESS.** A sign which directs attention to a business or profession conducted, or to one principal commodity, service or entertainment sold or offered upon the premises where such sign is located or to which it is affixed.

**SIGN, DIRECTIONAL:** A sign intended solely for the purpose of directing patrons or customers to an establishment off the main traveled road and not including promotional advertising unnecessary to such directional purpose

**SIGN, OFF PREMISE:** A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located

### 17.310 SIGNS.

(1) **PERMIT REQUIRED.** No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a sign permit, except those signs excepted in subsection (2) below and without being in conformity with the provisions of this chapter. The sign shall also meet all the structural requirements of the Building Code.

(2) **SIGNS EXCEPTED.** All signs are prohibited in the R-1 and R-2 Districts, except the following:

(a) Real Estate Signs. Not to exceed 6 square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.

(b) Name, Occupation and Warning Signs. Not to exceed one square foot located on the premises.

(c) Bulletin Boards. For public, charitable or religious institutions not to exceed 15 square feet in area located on the premises.

(d) Memorial Signs. Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.

(e) Official Signs. Official signs such as traffic control, parking restrictions, information and notices.

(3) **SIGN RESTRICTIONS.** Signs are permitted in all business and industrial districts subject to the following restrictions:

- (a) Number. The total number of freestanding signs shall be limited to one sign per property for each abutting and accessible street frontage unless otherwise approved in a planned unit development.
- (b) Setbacks and Offsets. All signs shall conform to the setback and offset requirements outlined in the Table of District Sign Requirements, per subsection (3).
- (c) Wall Signs. The maximum number of wall signs shall be limited to a maximum of 3 and the aggregate area of the signs shall be limited as outlined in the Table of District Sign Requirements subsection (3). Wall signs placed against the exterior walls of buildings shall not extend more than 6 inches outside of a building to wall surface.
- (d) Projecting Signs. Projecting signs fastened to, suspended from or supported by structures shall not extend more than 9 feet into any public right-of-way and in no case will sign extend beyond back of curb line.
- (e) Roof Signs. Signs which are located or extend above the eave or parapet of a roof shall not be permitted.
- (f) Combinations. Combinations of any of the above signs shall meet all the requirements for the individual sign.

**(4) DISTRICT SIGN REQUIREMENTS.**

Zoning District	Wall Signs (% of Wall Area)	Projecting Signs (max. Ft. <sup>2</sup> )(1)	Max. Single Side Area for Freestanding Signs (2)	Min. Side Yard Setback	Min. Front Setback (3)	Max. Pole Sign Height (4)
R-3	n/a	n/a	20 to 30 ft. <sup>2</sup>	3'	Equal to height	10'
B-1	3%	35	10 to 45 ft. <sup>2</sup>	3'	Equal to height	20'
B-2	5%	55	30 to 65 ft. <sup>2</sup>	3'	Equal to height	20'
B-3	5%	55	30 to 65 ft. <sup>2</sup>	3'	Equal to height	20' to 30'
B-4	5%	55	30 to 65 ft. <sup>2</sup>	3'	Equal to height	20'
B-5	5%	55	30 to 65 ft. <sup>2</sup>	3'	Equal to height	20'
I-1	5%	35	10 to 45 ft. <sup>2</sup>	3'	Equal to height	20'
I-2	5%	35	10 to 45 ft. <sup>2</sup>	3'	Equal to height	20'

- (1) *The lowest point of any sign projecting over a public way, space, walk, or road shall be a minimum of 12 feet above grade.*
- (2) *Square footage may be increased to the second number at a rate of one square foot for each additional 10 feet of lot frontage, after the first 50 feet of frontage, up to 300 feet of frontage. In addition, square footage may be increased by one square foot for every 2 feet additional setback up from the required setback to a maximum of a 40-foot setback from the base setback line.*
- (3) *Freestanding signs with a total height less than 6 feet may be located with a zero-foot setback from the right-of-way line in the R-3, B-1, and I-1 Districts.*
- (4) *Height may be increased to the second number at the rate of one foot for every 2 feet additional setback from the required setback.*

(5.) *Freestanding Signs Fronting Highway 10: B-6 District*

*May exceed twenty (20) feet in height by two (2) feet for each additional foot the sign is set back from a minimum of ten (10) feet from the Highway 10 right-of-way. No freestanding sign shall exceed thirty five (35) feet in height.*

*Special Use for freestanding signs. A special use permit may be applied for to increase the maximum sign height. The applicant will need to follow established Special Use Permit application procedures identified in Section 17.440. Additionally, the applicant will need to demonstrate site and surrounding conditions that warrant an increase in sign height. A sign with a special use permit may not exceed sixty (60) feet.*

Freestanding signs shall not exceed the following for total square foot sign face (all sides);

Freestanding Sign Maximum Total Sign Face Square Footage	
Lot Size	Total Sign Face (all sides)
Up to one-half (1/2) acre	300 square feet, 150 square feet per face
From one-half (1/2) acre to two (2) acres	600 square feet, 300 square feet per face
More than two (2) acres	900 square feet, 450 square feet per face

Freestanding sign design shall comply with, at a minimum, one of the following;

- a. Multiple trees approximately 15' in height and other landscaping are provided at the base of the sign.
- b. Sign poles shall be constructed of block or other decorative material.
  - i. Freestanding signage shall compliment on-building signage.
  - ii. All signs shall incorporate a landscaped area at the base of the sign.
  - iii. In addition to the one (1) freestanding sign allowed, an additional monument sign may be utilized for directional purposes. This sign must abut a right of way and conform to all sign requirements in section 17.310. Total Sign Face (all sides) shall not exceed 64 square feet with a maximum of 32 square feet per sign face.
  - iv. Shared signs are encouraged.

(5) **PROHIBITED SIGNS.** 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 or egress from any door, window 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.

(6) **OFF-PREMISES SIGNS.** Off-premises signs shall be expressly prohibited in all zoning districts.

(7) **DIRECTIONAL SIGNS.**

- (a) A sign, not to exceed 6 square feet in area, indicating direction to a church, hospital, school or other public service building may be permitted in any district upon approval by the Plan Commission. Not more than 4 such signs may be erected within the City for any business or organization.

(b) A sign, not to exceed 12 square feet in area, for the purpose of directing patrons or attendants to an establishment off the main traveled highway for service clubs, churches, or other nonprofit organizations may be permitted in any district other than a residential district upon approval of the Plan Commission.

(c) Signs, not to exceed 30 square feet, for service clubs, churches or other nonprofit organizations, may be permitted in any district, upon approval of the Plan Commission, provided the sign is designed with a substantial landscape base area.

(d) A sign, not exceeding 2 square feet in total non-illuminated copy area (2 sides of copy permitted), only for the display of local religious and/or civic organization directional signage, may be permitted in the public right-of-way. Four such signs per organization may be erected in the City at any intersection of an arterial and/or collector highway in any zoning district, and all signs must be located within a 2-mile radius of the organization. Four such signs per intersection shall be permitted. An individual organization may have one such sign per intersection, and shall be responsible for all costs of maintenance and removal of the structure. Such a sign shall not:

1. Be located so as to block the traveling public's line of vision; impede safe traffic movements; interfere with the viewing and/or function of any traffic control devices;
2. Be designed or positioned so as to be misconstrued as a traffic control device.

(8) EXISTING SIGNS. Any sign which was a nonconforming sign on November 3, 1967, or which becomes a nonconforming sign at any future date, may be continued provided that no increase in size, illumination or flashing of such sign shall be made.

(9) RESTRICTIONS ON POSTING SIGNS. (Cr. Ord. #25-84) No person shall cause to be placed any type of sign, notice or other item on any traffic sign pole, utility pole, street indicator sign or any other pole under the jurisdiction of the City.

(10) ABANDONED SIGNS. Abandoned signs are prohibited and shall be removed. The Zoning Administrator shall give notice to the subject property owner requiring that the sign be removed. The notice shall advise the property owner that the sign must be removed within 20 days from the date of the notice, unless the property owner files a request for an extension with the Plan Commission within that 20-day period. Thereafter, the sign must be removed:

- (a) Prior to expiration of the 20-day notice period; or
- (b) If a request for extension is timely filed with the Plan Commission and the Plan Commission denies the request, the sign must be removed within 20 days of the denial; or
- (c) If a request for extension is timely filed with the Plan Commission and if the Plan Commission grants the request, the sign must be removed prior to expiration of any extension granted.

Failure to remove an abandoned sign as required herein shall be subject to all of the penalties and remedies described in sec. 17.463 of this chapter.

(11) BONDS, SURETIES, AND INSURANCE.

(a) Every applicant for a projecting sign permit shall, before the permit is granted, execute a surety bond in a sum to be fixed by the Building Inspection Department and it shall be of a form and type approved by the City Attorney, indemnifying the City against all loss, cost, damages or expenses incurred or sustained by or recovered against the City by reason of the erection, construction or maintenance of such sign. A liability insurance policy issued by an insurance company authorized to do business in the State and conforming to the requirements of this section may be permitted by the City Attorney in lieu of a bond.

(b) The City shall be named as additional insured for any use or operation where projecting signs are utilized. The form shall be determined by the City Clerk.