

**TOWN OF LAND O' LAKES**  
**SIGN ORDINANCE**  
**No. 2007 - 3**

**WHEREAS**, Vilas County Zoning Ordinance #85 does not address control of signs within any of the towns within Vilas County; and

**WHEREAS**, the Town Board of the Town of Land O' Lakes recognizes the Business Community's legitimate right to advertise, and the Town's responsibility for some measure of control over placement, type, and size of signs to secure their effect on public safety and to preserve the aesthetic qualities of the Town of Land O' Lakes,

**NOW, THEREFORE, BE IT ORDAINED**, by the Town Board of the Town of Land O' Lakes, Vilas County, Wisconsin, to allow signs of the following type, size, and location, with the restrictions as noted:

**1. General Regulations:**

- a. All permanent signs and placards shall be made of wood, metal or an appropriate material designed for outdoor durability; shall be erected on their own self-supporting standards; and shall not exceed one hundred fourteen (114) square feet in size, if located along County Highway B or a town road or one hundred ninety-six (196) square feet, if located on U.S. Highway 45, including trim and borders, exclusive of standards.
- b. All signs shall be maintained in a state of good repair and safety by the owner or responsible party.
- c. All signs, except as indicated in the text of this ordinance, shall be subject to town zoning permits and fees.
- d. No off-premise signs will be allowed except along U.S. Highway 45. Existing off-premise signs will be brought into compliance as outlined in Section (11) (f). All signs advertising a business must be located onsite of that business along the County Highway B corridor.
- e. Vehicles or other movable structures will not be allowed as permanent signage along town roads or county highways within the town, or in front of any building, as intended use for stationary advertisement, and may be subject to removal or dismantling at the owner's expense.
- f. All signs shall have a minimum setback requirement of five (5) feet from the ROW of any roadway. Any signs located along County Highway B between U.S. Highway 45 and Little Portage Lake Road shall be exempt from the minimum setback requirement of five (5) feet.
- g. All signs located at the intersection of two (2) roadways should have a triangular setback area of a minimum of fifteen (15) feet along each roadway.

**2. Signs advertising a customary home occupation or professional office, if illuminated, shall be indirectly lighted. Neon tubing shall be considered indirect lighting. Wattage may not exceed 4000 lumens of illumination per side.**

**3. Signs advertising the sale, rent, or lease of the property on which the sign is placed:**

- a. May be placed at the right-of-way line of the highway.
- b. May be placed at the high water mark on the shoreline of any lake or stream.
- c. May be attached to a building.
- d. Shall be removed upon the sale, rental, or lease of the property.
- e. Shall be limited to four (4) per property, one per lot side or waterfront, and may not exceed four (4) square feet in area.
- f. Shall be exempt from permit and fee.

**4. Other Temporary Sign Restrictions:**

- a. Flagging, streamers, banners of any kind, or portable signs may be placed on the exterior of a premise for only a period of two (2) weeks prior and two (2) weeks after a special event. Special events include, but are not limited to: Grand openings, special sales or events, new management, going out of business. Banners and flagging may not be in a tattered, torn or faded condition. This type of signage is exempt from permit fee.
- b. This restriction also includes window signs placed on the inside or painted on the outside of the building. Window signs advertising the name, address, and lawful business conducted in the building are exempt, provided such signs do not cover more than 25% of the total window area to which applied.
- c. Posting of bills and placard, poster and circulars on utility poles or trees is strictly prohibited. Exempt from this restriction are the posting of NO TRESSPASSING and PRIVATE signs, CLOSED AREA and WEIGHT RESTRICTION signs on trees on private and public property. Also exempt are trail and directional signs which are in conformity with Wisconsin Statutes 943.12 for official marking.
- d. Flagging for the protection of septic systems or other areas which require marking for reasons of health, safety, or general welfare is exempt from Clause 4 (a).
- e. Temporary signs less than four (4) square feet in size are not subject to permit fees.
- f. Only one construction sign will be allowed per project; it may be attached to the building or free standing and must be removed upon completion of the advertised service.

- g. Political signs not exceeding eight (8) square feet are exempt from fees, providing such signs are removed within ten (10) days following the election. A political sign erected before a primary election may remain in place until ten (10) days after the general election *if* the candidate, information or party has issue bearing with both the primary and the general election.
- h. Local Non-Profit organizations may promote a local event with signs no more than two (2) weeks prior to the event, with the signs to be removed within twenty-four (24) hours of the event. Maximum sandwich board no larger than eight (8) square feet per side. Non-Profit Status 501 C per State of Wisconsin will be required.

**5. Signs attached to a commercial or an industrial building advertising a business conducted or a service available on the premises:**

- a. Bordered or framed signs erected parallel or perpendicularly to the building facade or sides, or separate signs erected at the roof ridge, shall not exceed an aggregate of one hundred fourteen (114) square feet.
- b. Shall be no higher than four (4) feet above the roof ridge.
- c. Shall not exceed the maximum height limitation permitted in the district, if it be greater than (b).
- d. Where the signs consist of individual letters, painted or raised, without a border or frame and attached to the facade or sides of the building, the letters may not exceed more than twenty-four inches (24") in height, and shall be placed no higher than two (2) feet above the roof ridge.

**6. Commercial condominiums and multiple establishments on Single Zoning lots shall use the same standard for signs not attached to their buildings, with the total aggregate sign area not to exceed the one hundred fourteen (114) square foot maximum.**

**7. Freestanding, On-premise signs advertising a public or semi-public use:**

- a. Shall have no more than one such sign for each highway on which the property faces.
- b. May be placed at the right-of-way of the highway.
- c. May be double-faced, which shall be considered one sign.
- d. Shall not exceed the roof ridge of the business for which it is advertising, *or* a maximum of twelve (12) feet in height. Gasoline and manufacturing franchise signs, existing at the writing of this ordinance, are exempt from this provision, but will be required upon passage of the ordinance, to be no higher than a maximum of twenty (20) feet in height.
- e. Portable, freestanding, changeable copy signs and signs on wheels are to be discouraged, but are considered signs subject to all of the conditions and restrictions of this ordinance.

**8. Traditional recreational directory signs indicating the direction to a cottage, resort or similar use:**

- a. Shall not be more than six (6) feet by eight (8) inches in area.
- b. Shall be colored white with black lettering only.
- c. Shall be approved by the State Highway Department for erection at the right-of-way line.
- d. Shall be attached to a common posting standard, if such standard is provided, when multiple business or residential property names are being displayed in one location.
- e. Shall be exempt from permit and fee.

**9. Prohibited characteristics of signs include:**

- a. No sign shall be so placed as to interfere with the visibility or effectiveness of any official traffic sign, nor contain wording or pictures used in official directional signage.
- b. No sign shall contain, include, or be illuminated by a flashing light, or by any light directed toward a neighboring residence or toward the water.
- c. No sign shall contain, include, or be composed of any conspicuous animated part or obscene copy.

**10. Permits and Fees:**

- a. All signs, unless expressly exempt by specific provisions of this ordinance, shall be subject to zoning permits.
- b. Fees for permits shall be \$25.00.
- c. No permit and fee shall be required for repair or replacement of an existing sign, unless the repair or replacement exceeds the size of the original sign.

**11. Administration, Enforcement, and Penalties:**

- a. Permits for signs shall be issued by the Town of Land O' Lakes Zoning Deputy.
- b. Fees for sign permits shall be made payable to: Town of Land O' Lakes.
- c. Signs erected without authority of a legal sign permit are subject to removal. Notice to remove shall be issued by the Zoning Deputy, with an allowance of ten (10) days from receipt of notification for compliance. Failure of owner to remove the illegal sign within the allotted time will cause the sign to be removed by town personnel, at the owner's expense.

- d. The Zoning Deputy may order repair of signs which are determined to be in disrepair or unsafe, with corrections to be made within thirty (30) days from receipt of notice. If the repairs are not completed within thirty (30) days, notification of intent to remove the sign shall be given within ten (10) days of the action to be taken. In all cases where any sign is eminently or obviously unsafe, the Town Board is authorized herewith to remove such sign as a public nuisance, without any demand for removal or repair of the same upon the owner or any person maintaining such a sign.
- e. Signs advertising a commercial establishment which is no longer in business, shall be removed by the property owner within sixty (60) days of the closing of the business. Establishments merely closed for a season, with an intent to reopen within one (1) year, are exempt from this clause.
- f. All off-premise signs and nonconforming signs existing at the writing of this ordinance shall be removed before the day of December 31, 2008.
- g. All illegal signs shall be removed immediately by the owner or responsible party, or at the owner's or responsible party's expense.
- h. Owners of signs that are abandoned or deteriorate beyond repair shall be given notice to remove, following same procedure as in Section 11 (c) for illegal signs.
- i. Any persons violating any provision of the ordinance shall, upon conviction thereof, forfeit not less than Ten Dollars (\$10.00), nor more than Two Hundred Fifty Dollars (\$250.00), plus court costs involved in the prosecution.
- j. Any provision of this ordinance, which creates an undue hardship, may be appealed to the Land O' Lakes Board of Adjustment.

**12. Severability:**

- a. The several items and provisions of this ordinance shall be deemed severable and if any provisions of it or the application thereof to any persons or circumstances is held invalid, the remainder of the ordinance and the application of such provisions to other persons and circumstances shall not be affected thereby.

**13. Definitions:**

For the purpose of this ordinance, the terms shall be defined as follows:

**Banner:** A sign that is of a non-rigid material such as fabric, paper, cardboard, paper or flexible plastic.

**Bordered Sign:** A sign painted on or attached to the exterior of a building, either parallel or perpendicularly, which is copy enclosed in a frame or border.

**Changeable Copy Signs:** A sign that is designed so that characters, letter, or illustrations can be changed or rearranged without altering the face or surface of the sign.

**Copy:** The characters, letters, or illustrations displayed in or on a sign face.

**Directory Sign:** the traditional "arrow" signs that display the name and/or addresses of residents and establishments.

**Flagging:** See "Banner".

**Freestanding Sign:** the general term for any on-site sign which is supported from the ground and not attached to a building.

**Illegal Sign:** A sign that was constructed in violation of regulations that existed at the time it was built or repaired.

**Illuminated Sign:** A sign illuminated in any manner by an artificial light source, whether internally or externally lit.

**Non-conforming Sign:** A sign that met all legal requirements when constructed, but that is not in compliance with this ordinance. An illegal sign is not a non-conforming sign.

**Off-premise Sign:** Any sign which is not located on the premises that it identifies or advertises.

**Political Sign:** Any sign concerned with, engaged in, or advertising a political party, candidate, or government agency.

**Portable Sign:** A sign that is not permanently affixed to a building structure or the ground or designated to be permanently affixed to a building, structure or the ground.

This ordinance is effective on publication or posting.

The Town Clerk shall properly post or publish this ordinance as required under s. 60.80, Wisconsin Statutes.

Adopted this 10th day of October, 2007.

/s/Daniel G. Balog, Town Chairman

/s/Samuel Otterpohl, Town Supervisor

/s/Michael Stopczynski, Town Supervisor

Attest:

/s/Flossie L. Knoth, Town Clerk

