

TOWN OF HAZELHURST
ONEIDA COUNTY, WISCONSIN
ORDINANCE NO. 26-03 – Regulating Signs

WHEREAS, Oneida County Zoning Ordinance 9.47 does not fully address control of signs within towns in Oneida County; and

WHEREAS, the Town Board of the Town of Hazelhurst recognizes the need to regulate the appearance, placement, type, and size of signs for the purpose of protecting public safety and preserving the aesthetic character of the Town; and

WHEREAS, the Town has previously adopted Sign Ordinance No. 97-2 and subsequent amendments, and desires to consolidate and update said ordinance into a single document;

NOW, THEREFORE, the Town Board of the Town of Hazelhurst, Oneida County, Wisconsin, does ordain as follows:

SECTION 1. AUTHORITY

This Ordinance is adopted pursuant to the authority granted under Wisconsin Statutes, including but not limited to §§ 60.10, 60.22, and 61.34, granting towns the power to regulate for the public health, safety, and welfare.

SECTION 2. PURPOSE

The purpose of this Ordinance is to regulate the placement, construction, and maintenance of signs within the Town in order to promote public safety, reduce visual clutter, and preserve the aesthetic qualities of the community.

SECTION 3. DEFINITIONS

- A. Sign: Any structure, display, or device designed to convey information or attract attention.
- B. On-Premises Sign: A sign advertising a business or activity conducted on the same property.
- C. Off-Premises Sign: A sign advertising a business or activity not located on the same property.
- D. Temporary Sign: A sign intended for short-term display.
- E. Electronic Message Sign: A sign capable of displaying changing text or images electronically.
- F. Freestanding Sign: A sign supported by a structure independent of a building.

SECTION 4. GENERAL REGULATIONS

- A. Applicability: This Ordinance applies to all permanent, temporary, on-premises, and off-premises signs.
- B. Construction Standards: Signs shall be constructed of durable materials and shall not exceed forty (40) square feet unless otherwise provided.
- C. Illumination: Only indirect or white light illumination is permitted. Flashing, rotating, or moving lights are prohibited. Illumination shall not exceed 20,000 lumens.

- D. Prohibited Features: Signs shall not contain moving parts, streamers, flags, or similar devices. Vehicles and trailers shall not be used as signage.
- E. Placement Restrictions: No sign shall interfere with traffic visibility or safety. Setbacks shall include:
- 100 feet from state highways
 - 25 feet from road edges
 - 25 feet from property lines
 - 75 feet from shorelines
- F. Height: No sign shall exceed ten (10) feet in height above grade.
- G. Maintenance: All signs shall be maintained in safe and good repair.

SECTION 5. OFF-PREMISES SIGNS

Off premises signs are strictly prohibited

SECTION 6. ON-PREMISES SIGNS

- A. One free-standing sign per business is permitted and up to two flat signs are permitted.
- B. Size limitations:
- Up to 40 square feet per face within 25–100 feet of the road
 - Up to 60 square feet per face beyond 100 feet
- C. One additional wall-mounted sign not exceeding 32 square feet is permitted.
- D. No sign shall be located within 100 feet of an intersection.

SECTION 7. ELECTRONIC MESSAGE SIGNS

- A. Electronic message signs are permitted subject to the following:
- Message transitions shall occur within one (1) second
 - Messages shall remain static for at least six (6) seconds
 - No scrolling or moving text is permitted
 - Maximum size: 32 square feet
 - Must be located beneath the primary sign

SECTION 8. TEMPORARY SIGNS

- A. Temporary signs shall be permitted as follows:
- Maximum display of fourteen (14) consecutive days, not more than twice per year
 - Signs eight (8) square feet or less are exempt from permit requirements
 - No illumination is permitted

SECTION 9. EXEMPT SIGNS

The following signs are exempt:

- Government signs
- Utility signs
- Political signs (subject to time limitations)
- Real estate signs
- Construction signs
- Name and address signs
- Window signs
- Seasonal decorations

SECTION 10. PROMOTIONAL BANNERS

Promotional banners are permitted subject to:

- Maximum size of 32 square feet
- Maximum duration of 30 consecutive days, up to three times per year
- Must be attached to a structure

SECTION 11. SANDWICH BOARD SIGNS

Sandwich board signs are permitted subject to:

- Maximum size of 10 square feet per face
- Maximum height of 4 feet
- Maximum width of 2.5 feet
- Placement on Town property requires approval

SECTION 12. PERMITS AND FEES

- A. A permit is required unless otherwise exempt.
- B. Applications shall be reviewed by the Plan Commission within fifteen (15) days.
- C. The Town Board shall make the final determination.
- D. Fees:
 - a. \$25 for on-premises signs (per on-premises sign package)

SECTION 13. ENFORCEMENT AND PENALTIES

Violations of this Ordinance shall be subject to fines of not less than \$200 and not more than \$500. Non-compliant signs may be removed at the owner's expense. Unsafe signs shall be repaired within forty-five (45) days of notice.

SECTION 14. NON-CONFORMING SIGNS

Existing signs may remain as legal non-conforming signs but shall be brought into compliance within twelve (12) years where required.

SECTION 15. SEVERABILITY

If any portion of this Ordinance is found to be invalid, the remaining provisions shall remain in full force and effect.

SECTION 16. EFFECTIVE DATE

This Ordinance shall take effect upon adoption and publication as required by law.

Adopted this 4th day of June, 2026.

Sheldon K. Corshing
Town Chair

[Signature]
Town Clerk