

**TOWN OF HAZELHURST
SIGN ORDINANCE 97-2**

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

WHEREAS, the Town Board of the Town of Hazelhurst recognizes a need for some measure of control appearance, placement, type and size of signs because of their effect on the public safety and the aesthetic qualities of the town:

NOW, THEREFORE BE IT ORDAINED, by the Town Board of the Town of Hazelhurst, Oneida County, Wisconsin, under village power, to allow signs of the following type, size and location, with the restrictions as noted:

- (1) **General Regulations** for all permanent, temporary, off-premises and on-premises signs
 - (a) All permanent signs, off-premises and on-premises, shall be erected only on land zoned for commercial use, except as noted in Section (5) (b).
 - (b) All signs shall be made of wood, metal or plastic construction, shall be erected on their own self-supporting standard or attached to a building, and shall not exceed forty (40) square feet, including face, border and trim, but not including supports. See Section (3) (a). No sign shall be attached to the roof of a building or to the side of a portable structure. Vehicles and trailers may not be used as signage along roads in Hazelhurst.
 - (c) All signs, if illuminated, shall be directly or indirectly lighted with white light only. Beacon lights, neon tubing, bare light bulbs and illumination by flame shall not be permitted. No sign shall contain, include, or be illuminated by a flashing or rotating light, with the exception of time and temperature signs if so permitted by the Town Board. No sign shall throw light directly toward a neighboring residence, road, lake or river. Electrical service to all free-standing signs shall be underground. No sign shall contain more than five hundred (500) watts of illumination. No sign shall contain reflective paint, tape or lettering.
 - (d) ~~No sign shall contain, include, or be composed of any conspicuous moving part, including electronic message boards, banners, pennants, streamers, plastic flags, windsocks and all other similar displays.~~
 - (e) Changeable-copy signs shall not be permitted off-premises, except as noted in Section (4) (a).
 - (f) No sign shall interfere with the visibility or effectiveness of any official traffic sign or pose a hazard to vehicular or pedestrian traffic. No sign shall imitate an official traffic sign or signal or contain the words, "stop", "slow", "caution", "danger" or similar warnings.
 - (g) The top of no sign shall extend higher than ten (10) feet above existing grade or a landscaped berm, measured from directly below the sign. Landscaped berms shall not exceed five (5) feet in height above existing grade.
 - (h) No sign shall be erected, placed, located or maintained within one hundred (100) feet of the center-line of a state highway or within twenty-five (25) feet of the outside edge of shoulder of a county or down road. This includes all free-standing signs and those attached to trees and fence posts unless specifically exempted from this ordinance.
 - (i) No sign shall be located within twenty-five (25) feet of a property line or within seventy-five (75) feet of the high water mark on the shoreline of any lake or stream except as noted in Section (7) (d).
 - (j) Only one free-standing sign may be erected on any one lot, including both off-premises and on-premises signs.
 - (k) The posting of bills, posters, placards and circulars on utility poles shall be prohibited.

- (l) No signs shall be painted or mounted on trees, rocks and other natural features, except the following signs which may be affixed to trees or private on private property only: name signs and/or addresses for single residents, no hunting, no trespassing, no fishing, no dumping, no parking and other warning signs.
- (m) The text of signs shall pertain exclusively to a business name, location and services offered.
- (n) Deleted.
- (o) All signs shall be maintained in a state of good repair and safety by the owner and shall be inspected at regular intervals by Town Board appointed personnel.
- (p) All signs, unless expressly exempt by specific provisions of this Ordinance, shall be subject to a permit fee and an annual fee.

(2) Off-Premises Signs

- (a) No more than one such sign advertising a specific business or premises shall be permitted in any one direction along any one road.
- (b) The minimum distance between off-premises signs shall be one thousand three hundred and twenty (1320) feet measured along both side of a road right-of-way.
- (c) No such sign may be located within three hundred (300) feet of an intersection.
- (d) No such sign shall be erected within three hundred (300) feet of an existing residence. A copy of the written consent must be included with permit application.
- (e) Such signs may have advertising on one side only.
- (f) Off-premises signs are subject to a permit fee and an annual fee.
- (g) (h) See Amendment 2012.

(3) On-Premises Signs

- (a) Every business shall be permitted no more than one free-standing sign which may be double-faced with one common side, visible and designed to read from both directions. Double-faced signs shall not exceed thirty-two (32) square feet per side.
- (c) Every business shall be permitted one additional sign mounted flat against the Building with no part of the sign extending beyond the sides of the building. If more than one unrelated business is located within one building or shopping center, no more than one additional sign may be mounted flat to the building.
- (d) No such sign may be located within one hundred (100) feet of an intersection or roadway.
- (f) On-premises signs are subject to a permit fee. (b) (e) See Amendment 2012.

(4) Signs Advertising Charitable, Non-Profit Events

- (a) On-premises and off-premises signs, including changeable-copy signs, for businesses or organizations advertising charitable, non-profit events may be permitted for a two (2) week period prior to the advertised event and must be removed within three (3) days after the event.
- (b) A permit application must be submitted to the Town Board at least thirty (30) days in advance of the event for approval of placement of all such signs. No permit fee shall be required.

(5) Directional Signs

- (a) White Arrows: The Town Board of Hazelhurst adopted a policy of uniform directional signs for all Town roads effective May 1, 1979. Signposts are located at the intersections of all Town roads. Regulation arrow directional signs (6 feet in length x 7 1/2 inches in height x 1 inch in width, with letters not to exceed 4 1/2 inches in height, with black letters on a white background and address on the back) must be provided at the owner's expense. Signs can be left at the Town garage for installation by the Town crew. All non-conforming signs will be removed and held at the Town garage.

- (b) On-premises residential neighborhood signs shall be limited to identifying the name of a neighborhood, subdivision or housing development and shall be placed only at the entrance to that neighborhood, subdivision or housing development. Such signs shall be freestanding, shall comply with the general regulations in Section (1) and Section (3) (c), with the exception that they shall not exceed sixteen (16) square feet in size, and shall be subject to a permit fee.

(6) Temporary Signs

- (a) Shall meet all applicable height and setback restrictions defined in Section (1) (g), (h) and (i) and Section (7) (d).
- (b) Shall not be erected, placed or located off-premises, except as noted in Section (4) (a).
- (c) Shall not be attached to a building, except as noted in Section (7) (e).
- (d) Shall not be illuminated.
- (e) Temporary signs such as garage sale, rummage sale or vehicle for sale signs may be displayed for no longer than fourteen (14) days consecutively and no more than twice a year at any given address.
- (f) Temporary signs up to eight (8) square feet are exempt from permit fees.
- (g) Temporary signs over eight (8) square feet are subject to a permit fee as defined in Section (11) (b).

(7) Signs Specifically Exempted From This Ordinance

- (a) Official government signs and notices.
- (b) Public utility signs.
- (c) Political signs provided such signs meet regulations in Section (6) (a) through (d) regarding temporary signs, are less than four (4) square feet, are erected entirely on private property with the property owner's consent, are erected less than forty-five (45) days before the election for which they are intended, and are removed within seven (7) days after the election.
- (d) Real estate signs provided such signs meet regulations in Section (6) (a) through (d) regarding temporary signs and are less than three (3) square feet in size. Such signs may be located no closer than twenty-five (25) feet from the high water mark on the shoreline of any lake or stream. There shall be no more than one real estate sign on any one property facing anyone road, lake or stream. All real estate signs must be located on the property for which they advertise and shall be removed within seven (7) days of the sale, rental or lease of the property.
- (e) Temporary construction signs promoting buildings under construction and/or the contractor(s), provided such signs meet regulations in Section (6) (a) through (d) regarding temporary signs, are not erected prior to beginning of construction and are removed within seven (7) days after completion of construction and prior to occupancy. Only one construction sign shall be allowed per construction project. A temporary construction sign may be attached to the building. No such sign shall exceed twenty-four (24) square feet in sign face area. No construction site shall display a temporary sign for more than two (2) years.
- (f) Fire number signs, no hunting, no trespassing, no fishing, no dumping, no parking and other warning signs provided such signs do not exceed two (2) square feet in size.
- (g) Name signs for single family residences provided such signs do not exceed two (2) square feet in size.
- (h) Signs placed on the interior surface of windows of buildings.
- (i) Seasonal holiday decorations provided such decorations are removed within sixty (60) days of initial posting. (j) (k) (l) See Amendment 2012

(8) Grandfather Clause

Signs erected prior to the passage of this Ordinance that meet all previous Town, County and State requirements, shall be Grandfathered as either conforming or legal non-conforming signs.

(9) Conforming Signs

- (a) Signs erected prior to the passage of this Ordinance that meet all previous Town, County and State requirements and meet the additional requirements of this Ordinance shall be considered conforming signs.
- (b) Conforming on-premises signs are subject to a one-time registration fee. See (11) (a) and (11) (d).
- (c) Conforming off-premises signs are subject to a one-time registration fee and an annual fee. See (11) (a), (11) (c) and (11) (d).

(10) Legal Non-Conforming Signs

- (a) Signs erected prior to the passage of this Ordinance that meet all previous Town, County and State requirements but fail to meet the additional requirements of this Ordinance shall be considered legal non-conforming signs.
- (b) Legal non-conforming on-premises signs are subject to a one-time registration fee. See (11) (a) and (11) (d).
- (c) Legal non-conforming off-premises signs are subject to a one-time registration fee and an annual fee. See (11) (a), (11) (c) and (11) (d).
- (d) In the event any such sign and/or its supporting structure is hereafter damaged, altered, or removed by any means whatsoever, including acts of God, to an extent exceeding 50% of the reproduction value (construction materials) according to appraisal thereof by competent appraisers, such sign shall be restored or reconstructed to conform with the provisions of this Ordinance.
- (e) Legal non-conforming on-premises signs being brought into compliance with this Ordinance may meet required County and/or State setbacks, if those requirements are a lesser distance. This pertains only to the setback distance for on-premises signs located along US Highway 51.
- (f) All legal non-conforming off-premises signs shall be removed or brought into compliance with the requirements of this Ordinance, with the exception of Section (2) (b), within twelve (12) years from the effective date of this Ordinance.

(11) Permits and Fees

- (a) The one-time **registration fee** shall be ten dollars (\$10.00) for all signs legally constructed prior to the passage of this Ordinance (Grandfathered Signs).
- (b) The **permit fee** shall be fifty dollars (\$50.00) for off-premises signs and ten dollars (\$10.00) for on-premises signs. Payment of the permit fee must be submitted with the permit application. A new permit is required following a change of business ownership.
- (c) The **annual fee** for off-premises signs shall be twenty-five dollars (\$25.00). Payment of the annual fee, which covers the period from September 1 through August 31, shall not be required until the September following the issuance of a permit. Payment of the annual fee for all existing signs must be submitted by the first day of September. Information on all permits must be updated with payment of annual fee.
- (d) Owners of signs erected prior to the passage of this Ordinance, including all conforming and legal non-conforming signs and all on-premises and off-premises signs, shall submit a completed permit application form by January 1, 1998. No permit fee shall be required.
- (e) A new permit is required before work is begun on all conforming and legal non-conforming, off-premises and on-premises signs regarding:
 - (1) Change in text for existing business (no permit fee required).
 - (2) Reasonable repairs and alterations up to 50% of the reproduction value, provided the sign is not enlarged, re-erected, repositioned, relocated or raised in height. (no permit fee required).
 - (3) Replacement or reconstruction of a legal non-conforming sign resulting in a conforming sign (no permit fee required).
 - (4) Enlarging, repositioning, relocating, raising in height (permit fee required).
 - (5) Change of business advertised on the sign (permit fee required).

(12) Administration, Enforcement, and Penalties

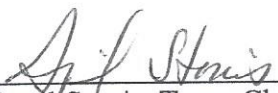
- (a) All permits for signs shall be issued by the Hazelhurst Town Board.
- (b) The Town Clerk shall mail a notice of payment of annual fee to all off-premises sign owners by July 15 of each year.
- (c) All fees shall be made payable to the Hazelhurst Treasurer.
- (d) The Hazelhurst Town Board may establish guidelines which further define and interpret the provisions in this Ordinance. Those guidelines, if any, shall be made available to all sign applicants when requesting an application form or when submitting the annual fee.
- (e) All decisions by the Hazelhurst Town Board regarding the issuing of permits, revoking of permits, ordering of repairs to signs, and ordering the removal of signs shall be final.
- (f) Signs erected without authority of a legal sign permit are subject to removal. Notice to remove shall be issued by certified mail by the Hazelhurst Town Board to the sign owners and/or the property owners, with an allowance of forty-five (45) days from mailing of notification for compliance. Failure of owners to remove the illegal sign within the allotted time will cause the Town Board to begin proceedings to have the sign removed at the owners' expense.
- (g) The Hazelhurst Town Board may order the repair of signs which are determined to be in disrepair or unsafe, with corrections to be made within forty-five (45) days from receipt of notice. Failure to make necessary repairs within the allotted time may result in the Town Board ordering the removal of the sign.
- (h) The Hazelhurst Town Board shall have the authority to revoke any sign permit upon determination that the sign authorized by the permit has been constructed or is being maintained in violation of the permit or provisions in this Ordinance. The holders of the permit have fifteen (15) days from the date when notice is served to appeal the revocation of their permit to the Town Board. The Board shall consider this appeal at its next regularly scheduled meeting.
- (i) Signs advertising a commercial establishment which is no longer in business and not currently on the market for sale shall be removed by the property owner within sixty (60) days of the closing of the business.
- (j) Owners of signs which are abandoned or deteriorated beyond repair shall be given notice to remove, following the same procedure as in Section (12) (f) for illegal signs.
- (k) Any person violating any provision of this ordinance, including failure to obtain the required permit prior to constructing or altering a sign, shall, upon conviction thereof, forfeit not less than two hundred dollars (\$200.00) and not more than five hundred dollars (\$500.00) plus added court costs.
- (l) Any provision of this ordinance which creates an undue hardship may be appealed to the Hazelhurst Town Board, which may grant a variance by majority vote.

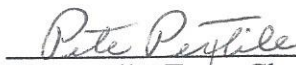
(13) Severability

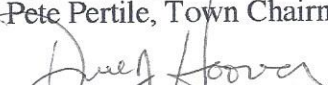
The items and provisions of this ordinance shall be deemed severable and if any provisions of it or the application thereof to any person or circumstances is held invalid, the remainder of the ordinance and the application of such provisions to other persons and circumstances shall not be affected thereby.

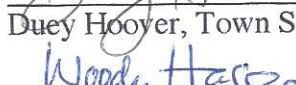
The foregoing ordinance was adopted by the Town Board of the Town of Hazelhurst on the 9th day of September, 1997 and shall be in effect from and after its publication as required by law.

Attest:


April Stonis, Town Clerk


Pete Pertile, Town Chairman


Duey Hooyer, Town Supervisor


Woody Hagge, Town Supervisor

TOWN OF HAZELHURST
AMENDMENT TO SIGN ORDINANCE
#97-2

WHEREAS, the Town of Hazelhurst has adopted Sign Ordinance #97-02 on September 9, 1997;

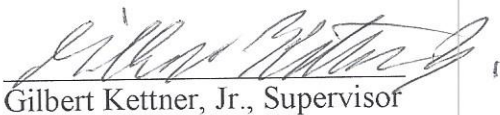
WHEREAS, the Town Board of the Town of Hazelhurst recognizes the need to make some modifications to the Sign Ordinance.

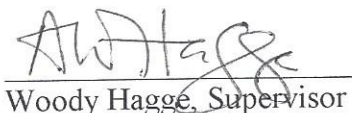
NOW, THEREFORE, be it ordained by the Town Board of the Town of Hazelhurst, Oneida County, Wisconsin to amend Ordinance #97-2 to provide as follows:

1. Paragraph (1) (n) is hereby deleted.
2. Paragraph 11 (f) is created to read as follows: "Sign Permit Applications shall reviewed for completeness by the Chairperson of the Hazelhurst Plan Commission within 15 days after the application is filed with the clerk and the fee is paid. Within 15 working days of the date a Sign Application is deemed complete, the Plan Commission shall deny or approve the Sign Permit Application and, if the Application is approved, submit its recommendation to the Town Board. Within 15 working days after an application is approved or denied by the Hazelhurst Plan Commission, the Town Board shall take action on the permit. No permit may be issued unless the Town Board determines that the proposed sign is a permitted sign under this Ordinance and is in compliance with all other requirements of this Ordinance and any applicable county ordinance. If the application is denied, written reasons for the denial shall be given to the applicant. The applicant shall be advised in writing of the right to appeal the denial to the Town Board."
3. All other terms and provisions of the Hazelhurst Sign Ordinance #97-2 not altered, modified or amended by this Ordinance shall remain in full force and effect.
4. The foregoing Ordinance was adopted by the Town Board of the Town of Hazelhurst on the 8th day of February, 2005 and shall be in effect from and after its publication as required by law.


Ted Cushing, Chairman


ATTEST: Betty Cushing, Clerk


Gilbert Kettner, Jr., Supervisor


Woody Hagge, Supervisor

TOWN OF HAZELHURST
AMENDMENT TO SIGN ORDINANCE
97-2


WHEREAS, the Town of Hazelhurst adopted Sign Ordinance 97-2 on September 9, 1997;

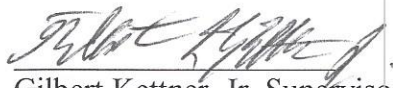
WHEREAS, the Town Board of the Town of Hazelhurst recognizes the need to make some modifications to the ordinance:

NOW THEREFORE, be it ordained that the Town Board of the Town of Hazelhurst, Oneida County, Wisconsin to further amend Ordinance 97-2 to provide as follows:

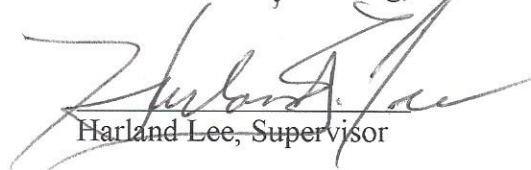
1. Paragraph (1) (d) is hereby deleted.
2. Paragraph (2) (g) is created to read as follows: No off-premise sign shall exceed 128 sq. ft. in size.
3. Paragraph (2) (h) is created to read as follows: No part of an off-premise freestanding sign shall exceed 20 ft. in height from existing grade including support.
4. Paragraph (3) (a) is amended to read as follows: Every business shall be permitted no more than one freestanding sign which may be double faced with one common side, visible and designed to be read from both directions. Double faced freestanding signs located 25 ft to 100 ft. from the road right-of-way shall not exceed 40 sq. ft. per face. Double faced freestanding signs located greater than 100 ft. from the right-of-way shall not exceed 60 sq. ft. per face.
5. Paragraph (3) (b) is created to read as follows: no such sign located 25 ft. to 100 ft. from the road right-of-way shall extend higher than 10 ft. above existing grade. No such sign located greater than 100 ft. from the road right-of-way shall extend higher than 15 ft.
6. Paragraph (3) (b) is now (c), (3) (c) is now (d) is amended to include: The size of such sign shall not exceed 32 sq. ft.
7. Paragraph (3) (e) is created to read as follows: Electronic message signs to display commercial messages that pertain to products or services of a business located and/or used on the same premises. Electronic message signs shall comply with all of the following:
 - a. be accomplished in one second or less.
 - b. each change of message shall remain in a fixed position for at least (6) seconds.
 - c. the use of traveling or segmented messages is prohibited.
 - d. be a maximum size of 32 sq. ft.
 - e. shall be located beneath the freestanding on-premise sign.
8. Paragraph (3) (~~e~~) On-premise signs are subject to a permit fee.
9. Paragraph (7) (j) is created to read as follows: Promotional banners for a commercial or business establishment for business specific events such as a grand openings, going out of business, closings, special sales events or general promotion.

- a. The banner or banners shall not exceed a combined total of 32 sq. ft.
 - b. Banners may be affixed to structures in which the business is located.
 - c. Banners cannot be erected for more than 30 consecutive days, up to three times a year.
10. Paragraph (7) (k) is created to read as follows: A sign announcing that a business is open. The sign must be removed daily.
11. Paragraph (7) (l) is created to read as follows: Sandwich board signs less than 10 sq. ft. per face:
- a. Maximum height 4 ft.
 - b. Maximum width 2.5 ft.
 - c. To place a sandwich board on Town property, permission must be granted by the local municipality.
12. All other terms and provisions of the Hazelhurst Sign Ordinance #97-2 not altered, modified or amended by this Ordinance shall remain in full force and effect.
13. The foregoing Ordinance was adopted by the Town Board of the Town of Hazelhurst on the 7th day of MAY, 2012 and shall be in effect from and after its publication as required by law.


Ted Cushing, Chairman


Gilbert Kettner, Jr. Supervisor


ATTEST: Betty Cushing, Clerk


Harland Lee, Supervisor

HAZELHURST SIGN REGISTRATION FORM

PERMIT # _____

1. Sign Owner _____ Telephone # _____
Address _____
2. Land Owner _____ Telephone # _____
Hazelhurst Address (include fire number) _____
3. Building Owner (if applicable) _____ Telephone # _____
Address _____
4. Sign Contractor _____ Telephone # _____
Address _____
5. Legal Description of Lot _____ PIN # _____
6. Zoning District _____
7. Principal Use of Premises _____
8. Type of Sign: ☐ On-premises ☐ Free Standing ☐ Conforming
☐ Off-premises ☐ Attached to Building ☐ Legal Non-Conforming
9. Location of Sign:
(a) Name of highway or road _____
(b) Distance from road (minimum 100 feet from center-line of state highway or 25 feet from shoulder of county or town road) _____
(c) Distance from lot line (minimum 25 feet) _____
(d) Distance from shoreline (minimum 75 feet) _____
(e) If off-premises sign, attach a map showing distance to nearest off-premises signs in both directions on both sides of road/highway.
(f) Are there residences within 300 feet of proposed sign: ☐ No ☐ Yes
10. Description of Sign:
(a) Dimensions (h x l) _____
(b) Color scheme _____
(c) Height at top of structure above ground level _____
(d) Construction materials including support system _____
(e) Complete text of sign _____
(f) Illumination: ☐ No ☐ Yes If yes, give information on type of light and amperage _____
(g) Building size _____
11. Description of all other signs maintained on property. On the back of this application, please complete questions 9 and 10 for each sign.
12. Declared value of sign _____
13. Attach a photograph, detailed drawing or blueprint of the sign.
14. Attach a map showing distance of sign from roads/highway and property lines. Include the direction the sign faces with compass bearings.
15. Signature of Sign Owner _____ Date _____
16. Signature of Land Owner _____ Date _____
17. Signature of Building Owner (if applicable) _____ Date _____
18. Signature of Hazelhurst Town Chairperson _____ Date _____

Remarks _____