

CHAPTER 170
Section S
Signs, Canopies, Awnings and Billboards

1. Findings and Purpose

a) Findings of Fact

1) The Town Board finds that:

- (a) Exterior signs have a substantial impact on the character and quality of the environment.
- (b) Signs provide an important medium through which individuals may convey a variety of messages.
- (c) Signs can create safety hazards that threaten the public health, safety or welfare. Such a safety threat is particularly great for signs that are structurally inadequate, or that may confuse or distract drivers or pedestrians, or that may interfere with official directional or warning signs.
- (d) Signs can also threaten the public welfare by creating aesthetic concerns and detriments to property values. Such aesthetic concerns and detriments to property values are particularly great when an accumulation of signs results in visual clutter, or when one or more signs spoil vistas or views, or when one or more signs add or increase commercialism in noncommercial areas.
- (e) The ability to erect signs serving certain functions, such as an address sign or a sign announcing that the property on which it sits is for sale or for lease, is an integral part of nearly every property owner's ability to realize the fundamental attributes of property ownership. The same cannot be said for signs serving other functions, such as billboards erected so as to be visible from public rights-of-way. Such signs are primarily designed to take advantage of an audience drawn to that location by the public's substantial investment in rights-of-way and other public property.
- (f) Signs serving certain other functions, such as small signs that serve a purely directional function, are necessary to enable visitors or residents to efficiently reach their intended destinations. Experience teaches that citizens often plan as if such signs will be present in those settings, so in the absence of such signs, frustration and disorientation will result, and time and fuel will be wasted.
- (g) With one narrow exception, only static signs (which change, if at all, only on rare occasions when they are repainted or covered with a new picture) constitute the customary use of signage in the Town. The only non-static signs that constitute a customary use of signage in the Town are electronic reader boards (signs that use electronic means to convey a message and that change the message from one message to another). Such signs are unique because their accuracy depends upon their ability to frequently change, and because in their customary use such signs are less apt to distract drivers or pedestrians to a dangerous degree than other types of non-static signs.

- (h) No signs that exceed the size or spacing limitations of this Section constitute a customary use of signage in the Town of Troy.
- (i) The Town's land-use regulations address the regulation of signs in an effort to foster adequate information and means of expression and to promote the economic viability of the Town, while protecting it and its citizens from a proliferation of signs of a type, size, location and character that would adversely impact upon the aesthetics of the community or threaten health, safety or the welfare of the community. The appropriate regulation of the physical characteristics of signs by the Town has a positive impact on the safety and the appearance of the Town.
- (j) The Town in the establishment of Chapter 80 of the Town Code identified its intent to protect the health, safety, general welfare and morals of the residents of the Town, to preserve the quality of family life, to preserve the rural and urban characteristics of its neighborhoods and to prevent adverse and deleterious effects contributing to the blight and downgrading of neighborhoods. Being mindful of the effects of adult entertainment upon minors and of the criminal activity and disruption of public peace associated with such establishments, while also giving due consideration to civil rights of persons partaking in such entertainment, it continues to be the intent of Chapter 80 and this Section to regulate the advertisement of such establishments of adult entertainment.

b) Purpose

- (1) The purpose of this Section is to:
 - (a) Regulate signage in a manner that does not create an impermissible conflict with statutory, administrative, or constitutional standards, or impose an undue financial burden on the Town.
 - (b) Provide for fair and consistent enforcement of the sign regulations set forth herein under the zoning authority of the Town.
 - (c) Improve the visual appearance of the Town while providing for effective means of communication and orientation, particularly in those settings in which the need for such communication or orientation is greater, consistent with constitutional guarantees and the Findings and Purposes set out in this Section.
 - (d) Maintain, enhance and improve the aesthetic environment of the Town, including its scenic views and rural character consistent with the Town's Comprehensive Plan and the purpose of its zoning districts, by preventing visual clutter that is harmful to the appearance of the community, protecting vistas and other scenic views from spoliation, and preventing or reducing commercialism in noncommercial areas.
 - (e) Regulate the number, location, size, type, illumination and other physical characteristics of signs in the Town in order to promote the public health, safety and welfare.

2. GENERAL PROVISIONS

a) Applicability

- (1) The following regulations and standards are applicable to all signs in all zoning districts, including permanent, temporary, on-premise and off-premise signs, unless otherwise provided in this Section.

b) Substitution Clause & Sign Content

- (1) Subject to the landowner's consent, noncommercial speech of any type may be substituted for any duly permitted or allowed commercial speech, provided that the sign structure or mounting device is legal without consideration of message content. Such a substitution of message may be made without any additional approval or permitting. This provision prevails over any provision to the contrary in this Chapter. The purpose of this provision is to prevent any inadvertent preference by the Town for commercial speech over noncommercial speech, or for any particular noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a lot or parcel, nor does it affect the requirement that a sign structure or mounting device be properly permitted.
- (2) All noncommercial speech is considered on-premise signage and is entitled to the privileges that on-premise signs receive under this section.
- (3) No commercial speech is allowed on a sign, other than a message drawing attention to a business or service legally offered on the premises, except as otherwise expressly allowed in this Section.

c) Signs in the Public Right-of-Way

- (1) No sign or any sign component shall be erected or temporarily placed within any road, highway, right-of-way, public easement or upon any public property, except for the following, all of which may be placed without a permit from the Town:
 - (a) Public signs erected by or on behalf of a government body for the purpose of carrying out an official duty or responsibility, including but not limited to posting legal notices, identifying property, directing or regulating pedestrian or vehicular movements or pertaining to traffic control or safety.
 - (b) Reflective property address signs, maximum size 20 inches wide by 12 inches high.
 - (c) Information signs from a public utility regarding its poles, lines, pipes or facilities.
 - (d) Signs erected by a governmental agency, a public utility company or a contractor doing authorized or permitted work within the public right-of-way, for the purpose of ensuring safety.
- (2) Unauthorized signs erected or temporarily placed within any road, highway, right-of-way, public easement or upon any public property may be removed by the Town in which the sign is located at the sign owner's expense.

d) Signs Exempt from Regulation

- (1) The following signs shall be exempt from regulation under this section:
 - (a) Public signs erected by or on behalf of a government body for the purpose of carrying out an official duty or responsibility, including but not limited to posting legal notices, identifying public property and indicating a public use. Such signs in the Lower St. Croix Riverway Overlay District, are subject to additional regulation in this section and in zoning regulations specifically applicable in that District.
 - (b) Signs that are traffic control devices and are permitted or allowed by the Wisconsin Manual on Uniform Traffic Control Devices, published by the Wisconsin Department of Transportation.

- (c) Up to three flags or banners on a single lot or parcel containing only non-commercial speech, the combined area of which is less than 100 square feet in size. Flags not within this definition are deemed banners and/or freestanding signs that are subject to permit. For purposes of this paragraph, a “single lot” includes but is not limited to areas to which a member of a condominium association, cooperative association, or residential real estate management association has a separate ownership interest or a right to exclusive possession or use.
 - (d) Interior signs located completely within a building and not visible from outside the building.
 - (e) Incidental signs.
 - (f) Temporary freestanding signs, containing no commercial speech, three square feet or less in size in farm fields or any lawn.
- e) Suspension of Certain Size, Shape, Placement and Content Restrictions during an Election Campaign Period.
- (1) Subject only to the exceptions in paragraph (5) below, during an election campaign period, signs containing noncommercial speech may be placed upon residential property notwithstanding any other restriction in this section of the size, shape, placement or content of any sign.
 - (2) For purposes of this subsection, “election campaign period” means:
 - (a) In the case of an election for office, the period beginning on the first day for circulation of nomination papers by candidates, or the first day on which candidates would circulate nomination papers were papers to be required, and ending one week after the election.
 - (b) In the case of a referendum, the period beginning on the day on which the question to be voted upon is submitted to the electorate and ending on the day one week after the referendum is held.
 - (3) If the owner of the property has rented some or all of their property to another, the renter may exercise rights under this subsection in any area of the property that he or she occupies exclusively, and the owner of residential property may exercise such rights in any portion of the property not occupied exclusively by a renter.
 - (4) If another part of this Section, including the substitution clause provisions of subsection 2(b), creates a right to erect or display a particular type of sign, this subsection does not in any way limit the exercise of that right, whether or not the sign is erected or displayed during an election campaign period.
 - (5) Exceptions.
 - (a) No owner or renter may place any sign that is contrary to a size, shape, or placement regulation of this Section if:
 - 1) The regulation at issue is necessary to ensure traffic or pedestrian safety, or
 - 2) The sign has an electrical, mechanical or audio auxiliary.
 - (b) This Section does not affect the Town’s authority to enforce any regulation against a sign that is prohibited from being erected or displayed under Wis. Stats. §§13.02, 12.035, or 84.30

f) Prohibited Signs

- (1) All signs other than those permitted herein shall be prohibited, including but not limited to:
 - (a) Signs that fail to satisfy one or more of the applicable regulations in this Chapter.
 - (b) Beacons, except those associated with emergencies and aircraft facilities.
 - (c) Bench signs.
 - (d) Bus shelter signs.
 - (e) Flying signs, such as blimps or kites, designed to be kept aloft by mechanical, wind, chemical or hot air means that are attached to the property, ground or other permanent structure.
 - (f) Inflatable signs that are attached to the property, ground or other permanent structure, including but not limited to balloons.
 - (g) Signs and components and elements of faces of signs that move, shimmer, or contain reflective devices.
 - (h) Signs which emit any odor, noise or visible matter other than light.
 - (i) Signs painted directly on a building, fence, tree, stone or similar object, except those on windows or buildings that are allowed by Sections 4. a) (1) and 4. b) (5).
 - (j) Pornographic signs.
 - (k) Projecting signs.
 - (l) Roof signs.
 - (m) Signs on utility poles.
 - (n) Advertising message or sign affixed to any transmission facility.
 - (o) Vehicle or trailers used as a sign or as the base for a sign, where the primary purpose of the vehicle or trailer in that location is its use as a sign.

3. STANDARDS

a) Placement Standards

- (1) Signs shall not be placed on any property without the property owner's written approval.
- (2) Building signs shall be placed below the roof line.
- (3) No person shall place a sign which will obstruct or interfere with a driver's or pedestrian's ability to see a road, highway, traffic sign, signal, railway crossing, crossroad or crosswalk. No sign or its structural components shall be erected or temporarily placed within the vision triangle of a road or highway.
- (4) Double faced signs shall be placed back-to-back (parallel) with no more than 18 inches between the faces.

b) Dimensional Standards

- (1) Every portion of any sign and all of its structural components and mounting devices must meet the setbacks for the zoning district in which located or the setbacks in this Section, whichever is greater.
- (2) Signs shall be set back at least 5 feet from any right-of-way.

- (3) Signs over 100 square feet shall be at least 500 feet from any preexisting residence or residential district.
- (4) Freestanding sign(s) shall be separated from other structures by a minimum of 10 feet, measured from edge of roof overhang to sign.
- (5) The maximum height of any freestanding sign shall be 20 feet above the average ground elevation at the site of the sign.
- (6) Sign area or size is measured by the smallest square, rectangle or combination thereof that encompasses the entire sign, including the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. It does not include the base, apron, supports, structural members, framework, poles, roof, embellishments or decorative base when such area meets the other regulations of this ordinance.
- (7) The combined area of double-faced signs shall not exceed twice the allowed area of single-faced signs.

c) Illumination Standards

- (1) Externally illuminated signs shall have a shielded light source, directed downward.
- (2) All illuminated signs shall be designed so as not to direct any light or produce glare onto adjacent properties or toward navigable waters, and shall not be illuminated by lighting that is flashing, intermittent or of varying intensity or color.
- (3) The Town may specify the hours where a sign may be illuminated and may limit its brightness while illuminated. The hours of illumination or brightness limitations may be established at any time, including during the life of the sign.
- (4) The lighted portions of any canopy shall be backlit, considered sign area, subject to any wall sign regulations in the underlying zoning district.
- (5) Signs, sign components and elements of faces of signs shall not flash, move, travel or use animation of any type or kind.
- (6) Unless a sign's only illumination is external and uncolored, the following additional regulations apply to that sign:
 - (a) A sign that regularly or automatically ceases illumination for the purpose of causing the color or intensity to have changed when illumination resumes is prohibited.
 - (b) This Section's prohibitions also include, and are not limited to, any sign face that includes a video display, LED lights that change in color or intensity, 'digital ink,' and any other method or technology that causes a sign face to present a series of two or more images or displays, excepting only those electronic reader boards that meet all of the following standards:
 - 1) The electronic reader board portion of the sign does not exceed sixty percent of the overall sign area.
 - 2) Messages are displayed on the electronic reader board in one of two colors: either amber or red.
 - 3) Messages displayed on the electronic reader board are not changed more than once per hour.

- 4) Electronic reader boards are equipped with photosensitive equipment that automatically adjusts the brightness and contrast of the sign in direct relation to ambient outdoor illumination.
- 5) Commercial messages displayed on the electronic reader board promote only those goods or services provided by the business occupying the site on which the sign is erected.
- 6) Messages displayed on an electronic reader board sign shall not scroll or flash.

d) Construction & Maintenance Standards

- (1) All signs, supports, accessories and construction shall meet applicable State of Wisconsin building codes and the Uniform Sign Code and the Uniform Building Code as published by the International Conference of Building Officials, to ensure that the signs and their construction are structurally sound and safe.
- (2) Sign display surfaces shall be properly coated or covered, attached and maintained.
- (3) Off-premise signs shall contain the sign owner's name, address and phone number in the lower left corner.
- (4) All signs using electric power shall have a cutoff switch on the outside of the sign and on the outside of the building or structure to which the sign is attached.
- (5) All signs, supports and accessories shall be maintained in good repair.
- (6) When any use of land or buildings is discontinued for a period of 180 consecutive days, all signs and sign supports relating to that use shall be removed.
- (7) Signs that do not carry fully readable messages, are in structural disrepair or damaged and are left without repair for 60 consecutive days shall be removed.

e) Sign Maintenance & Repair

- (1) Signs and their structural components may be maintained or repaired with a land use permit for sign maintenance and repair, provided there is no enlargement or alteration to the sign, mounting device(s) or structural components of the sign.
- (2) A new permit is not required when the only change is to a sign's message or copy, provided there is no enlargement or alteration to the sign or structural components of the sign. This does not relieve the owner of the need to comply with every other applicable requirement of this Section.

f) Overlay Districts

- (1) Signs in an overlay district are allowed subject to the standards and permitting requirements of the underlying zoning district.
- (2) An On-Premise Sign in the St. Croix County's Shoreland Overlay Districts under Sec. 17.30 is subject to the following additional standard:
- (3) An On-Premise Sign in the Town's Lower St. Croix Riverway Overlay District is allowed, subject to one or more of the following additional standards:
 - (a) A County land use permit is required for all permanent signs.
 - (b) The sign is approved by State or St. Croix County and is necessary for public health or safety.

- (c) The sign is not visible from the river and is legally allowed or permitted in the underlying zoning district.
- (4) An On-Premise Sign in the St. Croix County’s Floodplain Overlay District is allowed subject to the following additional standards:
 - (a) A County land use permit for signage is required for all permanent signs.

4. SIGN TYPES

a) Permanent On-Premise Signs

- (1) Permanent on-premise signs that are not prohibited are permitted subject to the standards in this Section and so long as those signs also satisfy all other applicable regulations including the standards specific to the zoning district in which they are located.
- (2) An On-Premise Sign is allowed on property in the Traditional Residential, Agricultural Residential, Exclusive Agricultural, Manufactured Homes and Conservancy Zoning Districts, subject to the following additional standards:
 - (a) A permit is required.
 - (b) One sign per lot or parcel.
 - (c) Maximum area of any such sign shall be six square feet.
 - (d) Maximum height shall be six feet.
 - (e) Any such sign shall be a freestanding design.
 - (f) Any such sign shall not be illuminated.
- (3) An On-Premise Sign is allowed on property used for nonresidential uses that are legally allowed or permitted in the Traditional Residential, Agricultural Residential, Exclusive Agricultural, Manufactured Homes and Conservancy zoning districts subject to the following additional standards:
 - (a) A permit is required.
 - (b) One sign per road or highway frontage.
 - (c) Maximum area of any such sign shall be 32 square feet per sign.
 - (d) Any such sign area shall not exceed 64 square feet in aggregate.
 - (e) Maximum height shall be six feet in the Traditional Residential, Agricultural Residential and Manufactured Home zoning districts and 12 feet in the Exclusive Agricultural and Conservancy zoning districts.
 - (f) Any such sign shall be a monument design.
- (4) An On-Premise Sign is allowed in all Commercial districts and Industrial zoning districts subject to the following additional standards:
 - (a) Signage complies with all required commercial district requirements (Section K). Signs in a Planned Unit Development (PUD) are also subject to the review and approval process that is part of PUD review under Sections K and M.
 - (b) One sign per road or highway frontage.
 - (c) Maximum area of any such sign shall be 80 square feet per sign.

- (d) Any such sign area shall not exceed 120 square feet in aggregate.
 - (e) Maximum height shall be 20 feet.
 - (f) Any such sign shall be a freestanding design.
- (5) An On-Premise Building Sign on a building used for agricultural, commercial or industrial purposes is allowed subject to the following additional standards:
- (a) A permit is required.
 - (b) Any number of signs may be installed on a building wall or window.
 - (c) The total area of all building signs on any face shall not exceed 10 percent of the area of that building face including wall and window, subject to a maximum allowable sign area of 80 square feet per face and 240 square feet in total.
 - (d) The allowable area of building signs for multi-tenant buildings with individual entrances from the outside shall be calculated based on the exterior wall/window area of the space the tenant occupies. Each tenant frontage shall be considered a separate wall/window.
 - (e) Auxiliary canopies are allowed building signs, with area based on the surface area of the canopy (i.e., vertical surface below the roof line).
 - (f) Location.
 - 1) Building signs may be placed on not more than three walls/windows of rectangular shaped structures or not more than 50 percent of the major walls/windows on non-rectangular shaped structures.
 - 2) Signs may be attached flat against or pinned away from a building wall/window, but shall not extend or protrude more than 18 inches from the wall/window.
 - 3) Signs may be attached to the facade of a building, but shall not extend above the roof line.
 - 4) Signs may be on a building canopy, awning or marquee. Such sign will be considered a building sign on the wall, canopy, marquee or awning on which it is attached.
 - 5) An Area or Neighborhood Sign on property used for residential, commercial or industrial uses is considered an On-Premise Sign if it does no more than identify that area or neighborhood. Such signs are subject to the following additional standards:
 - (i) A permit is required.
 - (ii) No more than one sign is allowed for every road or highway entrance to a development.
 - (iii) The maximum area of any such sign shall be 32 square feet per sign.
 - (iv) Any such sign shall be set back at least 10 feet from the right-of-way, unless incorporated into a Town-approved entrance design.
 - (v) The sign shall be a freestanding design.
 - (vi) The sign shall not be internally lighted.

- 6) A sign on property on which agricultural products are legally grown and legally offered for sale is considered an On-Premise Sign if it does no more than draw attention to a product legally offered on the premises. Such signs are allowed subject to the following additional standards:
- (i) A permit is required.
 - (ii) One sign per road or highway frontage.
 - (iii) Maximum area of any such sign shall be 32 square feet per sign.
 - (iv) Maximum cumulative sign area per sale location shall be 64 square feet.
 - (v) Maximum height shall be 12 feet.
 - (vi) The sign shall be a freestanding design.
 - (vii) The sign shall not be illuminated.
 - (viii) Agricultural products shall be produced on the site or within the Town.
 - (ix) Sign(s) for Seasonal Roadside Stands shall be placed only when products are available.
- 7) A sign on property on which a Minor or Major Home Occupation within the meaning of Section R is lawfully taking place is considered an On-Premises sign if it does no more than draw attention to a product or service lawfully offered on the premises. Such signs are allowed subject to the following additional standards:
- (i) A permit is required.
 - (ii) One sign per home occupation, exterior or interior, visible from the outside.
 - (iii) Minor Home Occupation sign maximum area shall be two square feet.
 - (iv) Major Home Occupation sign maximum area shall be six square feet.
 - (v) Maximum height shall be six feet.
 - (vi) The sign shall be a freestanding design.
 - (vii) The sign shall not be illuminated.
- 8) An On-Premise Directional Sign is allowed in any zoning district subject to the following additional standards:
- (i) A permit is required.
 - (ii) A maximum of two signs for each place may be displayed. For purposes of this paragraph, one business, farm or organization shall constitute only one place.

- (iii) Maximum area of any such sign shall be two square feet per sign at a controlled intersection or on a two-lane road or highway or four square feet per sign on a multi-lane highway.
- (iv) Maximum height shall be six feet for the Traditional Residential, Agricultural-Residential and Manufactured Home zoning districts and 12 feet for any other zoning district.
- (v) Any such sign shall be a freestanding design.
- (vi) Signs shall be placed outside the right-of-way. In no case shall any part of the sign or its structural components be located within the right-of-way.
- (vii) To ensure that the sign serves only a directional purpose, it shall contain only the name of a place and direction arrow to the place and may not also be used to advertise.

b) Permanent Off-Premise Signs

- (1) A permanent Off-Premise Directional Sign is allowed in any zoning district subject to the following additional standards:
 - (a) A permit is required for each sign pole or support structure.
 - (b) There shall be no more than one sign pole or other support structure per each 500 lineal feet of frontage on a road or highway.
 - (c) Signs shall be co-located and stacked on a single support structure where possible.
 - (d) A maximum of two signs for each location may be displayed. For purposes of this paragraph, one business, farm, residence or organization shall constitute only one place.
 - (e) Maximum area of any such sign shall be two square feet per sign at a controlled intersection or on a two-lane road or highway or four square feet per sign on a multi-lane highway.
 - (f) Maximum height shall be 12 feet.
 - (g) Maximum width of any such sign shall be four feet per sign.
 - (h) Signs shall be placed outside the right-of-way. No part of the sign or its structural components may be located within the right-of-way.
 - (i) To ensure that the sign serves only a directional purpose, it shall contain only the name of a place, distance and direction arrow to the place and may not also be used to advertise.
 - (j) Any such sign shall be a freestanding design.
 - (k) Signs on a pole or support structure shall have a similar background and have white or black text.
 - (l) All sign designs shall maintain consistency in design standards.
- (2) All signs placed off-premise shall have the property owner's permission.

c) Temporary On-Premise Signs

- (1) The placement of any sign that exceeds the permitted timeframe requires a permit.

- (2) The following temporary signs are permitted to be placed on the lot or parcel to which they refer, subject to the applicable standards:
- (a) A Temporary On-Premise Sign on a construction site is allowed in any zoning district, subject to the following additional standards:
 - 1) Maximum of two signs per construction site.
 - 2) Any such sign area shall not exceed 80 square feet in aggregate.
 - 3) Maximum height shall be 12 feet.
 - 4) The sign shall be a freestanding design.
 - 5) The such sign shall be removed within seven days of when construction is completed.
 - (b) A Temporary On-Premise Sign erected on a non-residential development project, or erected on a residential subdivision development project during the time that the development includes 10 or more dwelling units for sale or lease, is allowed in any zoning district subject to the following additional standards:
 - 1) One sign per road or highway frontage for each project.
 - 2) Maximum area of any such sign shall be 64 square feet.
 - 3) Maximum height shall be 12 feet.
 - 4) The sign shall be a freestanding design.
 - 5) The sign shall be at least 200 feet from any pre-existing residence.
 - 6) The sign shall not be installed until construction has started or the project is approved by the Town.
 - 7) The sign shall be removed when the residential subdivision development project is 80 percent completed, sold or leased.
 - (c) Temporary On-Premise Real Estate sign for the sale, rent or lease of property is allowed in any zoning district subject to the following additional standards:
 - 1) One sign per road or highway frontage.
 - 2) For residential property including model homes, the maximum sign area shall be six square feet and maximum sign height shall be six feet.
 - 3) For non-residential property, the maximum sign area shall be 32 square feet and maximum sign height shall be 12 feet.
 - 4) The sign shall be a freestanding design.
 - 5) The sign shall be removed within seven days following the sale or lease of the property.
 - (d) A Temporary On-Premise Sign on non-residential property for which one or more positions of employment are open is allowed subject to the following additional standards:
 - 1) One sign per road or highway frontage.
 - 2) Maximum area of any such sign shall be six square feet.
 - 3) Maximum height shall be six feet.

- 4) The sign shall be removed when all positions of employment on the property have been filled.
- (e) A Temporary On-Premise Sign on property to be used for a special event is allowed in any zoning district, subject to the following additional standards:
- 1) One sign per road or highway frontage.
 - 2) Maximum height shall be 12 feet and the maximum sign area shall be 32 square feet.
 - 3) Sign(s) may be displayed for not more than 10 days per event.
 - 4) If a sign is displayed on residential property one banner or one freestanding sign is allowed for each event.
 - 5) If a sign is displayed on nonresidential property, any combination of two banners or freestanding signs, with a total sign area of 64 square feet, is allowed for each event.
 - 6) Signs shall only be placed before and during such events and removed within 24 hours after completion of the event.
- d) Temporary Off-Premise Signs
- (1) A Temporary Off-Premise Directional Sign is allowed in any zoning district, subject to the following additional standards:
 - (a) A maximum of three signs for each event or activity may be displayed.
 - (b) All signs placed off-premise shall have the property owner's permission.
 - (c) Maximum area of each sign shall be six square feet.
 - (d) Maximum height shall be six feet.
 - (e) Signs shall be placed outside of the right-of-way areas.
 - (f) Signs shall only be placed during the event, up to 48 hours before and 24 hours after the completion of the event.
 - (g) Any such sign shall be a freestanding design.
 - (h) To ensure that the sign serves only a directional purpose, it shall contain only the name of a place, distance and direction arrow to the place and may not also be used to advertise.

5. ADMINISTRATION

- a) Nonconforming Signs
- (1) Nonconforming permanent freestanding signs lawfully existing on the effective date of this Chapter shall be allowed to continue in use, but shall not be altered (other than to change the message) relocated, added to, or repaired in excess of 50 percent of the assessed value of the sign, without being brought into compliance with this Section.
 - (2) Nonconforming permanent building signs lawfully existing on the effective date of this Chapter shall be allowed to continue in use and may be repaired, provided the repair does not increase the nonconforming aspect of the sign, and shall not otherwise be altered (other than to change the message), relocated, added to, or repaired without being brought into compliance with this Section.

- (3) After a nonconforming sign has been removed, it shall not be replaced by another nonconforming sign.
 - (4) Nonconforming temporary signs lawfully existing on the effective date of this Chapter shall be removed no later than three years after said effective date, or by an earlier date if so required by a regulation in place when the sign was erected. Nonconforming temporary signs shall not be rebuilt, relocated or altered other than to change the message.
 - (5) If a nonconforming permanent sign's use is discontinued for a period of 12 months, the nonconforming sign shall be removed or brought into compliance with this Section within 60 days of notification from the Town.
 - (6) If a nonconforming temporary sign's use is discontinued for 60 consecutive days, the nonconforming sign shall be removed or brought into compliance with this section within 60 days of notification from the Town.
- b) Permit Required
- (1) A Town permit is required prior to the location, improvement, erection, movement, construction, reconstruction, enlargement or alteration of any sign, structural component or mounting device unless otherwise provided by this Section.
- c) Permit
- (1) A properly completed application for a sign permit shall be made to the Zoning Administrator upon forms furnished by the Town. The following information shall be provided; along with the permit application fee, as established from time to time by resolution of the Town Board, before the application will be considered to be complete.
 - (a) Applicant contact information.
 - (b) Property owner contact information.
 - (c) Property information for the sign location including the site address, legal description, tax identification number and zoning district.
 - (d) Project information including a description of the sign plan for the site and total proposed signage, including all permanent and temporary signage.
 - (e) A site plan, drawn to scale, to include:
 - 1) Dimensions and area of the lot or parcel.
 - 2) Location of all existing and proposed structures and signs with distances measured from the lot lines and right-of-way of all abutting roads or highways.
 - 3) In the Town and County Lower St. Croix Riverway, and the County Shoreland and Floodplain Overlay Districts, show the location of the bluffline, OHWM of any abutting navigable waterways, floodplain, floodway and flood fringe limits, as determined from floodplain zoning maps used to delineate floodplain areas, and as provided to St. Croix County.
 - 4) Location of existing or future access driveways and roads or highways.
 - (f) Conceptual drawings of all proposed signs with dimensions.
 - (g) Information on all lighting and electrical components.

- (h) Method of construction and/or attachment to a building or in the ground shall be explained in the plans and specifications.
- (i) Contact information from whomever with be erecting the sign(s).
- (j) Copies of all related State or County permits or permit applications.
- (k) Calculations for compliance with the Uniform Building Code and the Uniform Sign Code for construction.
- (l) Additional relevant information deemed necessary by the Town to apply all applicable ordinance requirements and standards, such as photos, cross- section drawings, specialized engineering plans and landscaping.
- (m) If additional information is requested, the application shall not be considered a properly completed application and timeframes for processing shall not commence until the additional information is received.

d) Permit Decision & Appeal Process

- (1) A sign permit applicant or permit holder may appeal a Town determination or an order made under this Section. Appeal procedures are in Section Y, Board of Appeals.
- (2) When a permit of any kind is required for a sign, the Zoning Administrator or designee shall deny, approve with conditions, or approve without conditions such permit, no more than 45 days from the receipt of a complete application for such a permit, including the applicable fee.
 - (a) If the permit is denied or approved with conditions, the Zoning Administrator or designee shall prepare a written decision within 10 days of its decision, stating a reason or reasons for the action and describing the applicant's appeal rights under Section Y and provide it to the applicant.
 - (b) When the Board of Appeals receives an appeal from the Zoning Administrator's denial or approval with conditions of a permit required for a sign, the Board shall arrive at a decision on such an appeal no more than 90 days from the receipt of a complete application for such an appeal, including the applicable fee.
 - (c) If the appeal is denied or approved with conditions, the Board of Appeals shall prepare a written decision within 15 days of its decision, stating a reason or reasons for the action and provide it to the applicant.
- (3) When the permit application or permit appeal demonstrates that the sign would comply with all applicable requirements of this Section, the permit application or permit appeal shall not be denied.

e) Expiration

- (1) Sign maintenance or construction authorized by a permit issued under this Section shall commence within one year from the date of approval and be substantially completed or implemented within two years, after which time the Town permit automatically expires.
- (2) Prior to expiration of a permit, applicants can request extensions of up to six months from the Zoning Administrator.
- (3) The total time granted for extensions shall not exceed one year.

f) Permit Revocation

- (1) Where the terms or conditions on any sign permit is violated, the permit may be administratively revoked by the Zoning Administrator or designee, which revocation is

subject to the same Decision and Appeal process established under this Section as is available for permit issuance.