

# APPLICATION FOR SIGN PERMIT

City of Galesville  
16773 S Main Street  
PO Box 327  
Galesville, WI 54630

Permit Fee **\$50.00 + \$1.00/\$1,000**  
Permit # \_\_\_\_\_  
Parcel # \_\_\_\_\_  
Subdivision \_\_\_\_\_  
Lot(s) \_\_\_\_\_ Block(s) \_\_\_\_\_

Date of Application: \_\_\_\_\_

## **Applicant**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_

## **Property Owner (if different from applicant)**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_

## **Contractor**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_

Site Address \_\_\_\_\_

Zoning (circle one)    Residential                      Commercial                      Industrial

Total Cost of Sign \_\_\_\_\_  
(include labor if applicable)

**Attach site plan including placement, number and size of sign/signs along with construction and installation plans including specifications and engineering data.**

I agree to comply with the provisions and design/placement criteria as stated in City of Galesville Ordinance Sec. 13 Article H, Signs and Billboards.

\_\_\_\_\_  
Signature of Applicant

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This is to certify that I have examined the above sign permit application, plans relating thereto and project site and find them to be in accordance with the applicable ordinances relating to fences in the City of Galesville.

Date of Site Inspection \_\_\_\_\_  
Date Approved \_\_\_\_\_

Fee Paid \_\_\_\_\_  
Date Paid \_\_\_\_\_

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Mark Hoppe, Building Inspector  
507-458-6250

Requirements to be met before submitting permit:

- Mark the site with paint or flags prior to the building inspector arriving**
- North Point
- Draw to scale (as large as will conveniently fit form, see note "A")
- Show scale
- Dimensions of lot and buildings (figures)
- Show distance from buildings to lot lines
- Street numbers
- Distance to nearest intersection street
- Give width of streets shown
- Setback line observed by buildings within block (if none, show setback line called for in Ordinance)
- Dimensions of lot lines immediately adjacent
- Existing buildings, give size, type and height
- Neighbor buildings within 15 feet of any lot line
- Proposed building or buildings; show types, height, use, size and location (figures)
- Distance between proposed buildings or proposed and existing highways

ARTICLE H  
Signs and Billboards

**SEC. 13-1-100 PURPOSE OF SIGN AND BILLBOARD REGULATIONS**

The purpose of this Article is to establish minimum standards to safeguard life and property and promote public welfare and community aesthetics by regulating the appearance, construction, location, and maintenance of all signs and billboards.

**SEC. 13-1-101 SIGNS AND BILLBOARDS – DEFINITIONS.**

The following definitions are used in this Article:

- (a) **Awning.** A temporary hood or cover which projects from the wall of the building, which can be retracted, folded or collapsed against the face of a supporting structure.
- (b) **Billboard.** A sign which advertises goods, products or facilities, or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located.
- (c) **Blanketing.** The unreasonable obstruction of view of a sign caused by the placement of another sign.
- (d) **Sign.** A sign shall include anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location or product.
- (e) **Directly Illuminated Sign.** Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
- (f) **Directory Sign.** Shall mean any sign on which the names and locations of occupants or the use of a building is given. This shall include offices and church directories.
- (g) **Electronic Message Unit Sign.** Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling or segmented message displays.
- (h) **Flashing Sign.** Any directly or indirectly illuminated sign on which artificial light is not maintained stationary and constant in intensity and color at all time when in use.
- (i) **Ground and/or Pole Sign.** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building. (Also referred to as "Free Standing Sign".)
- (j) **Identification Sign.** Any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.
- (k) **Indirectly Illuminated Sign.** Shall mean a sign that is illuminated from a source outside of the actual sign.

- (l) **Marquee Sign.** Shall mean any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather.
- (m) **Nonconforming Sign.** Any sign which does not conform to the regulations of this Article.
- (n) **Portable Sign.** Any sign not permanently attached to the ground which is designed to be easily moved from one location to another.
- (o) **Projecting Sign.** Any sign extending more than eighteen (18) inches, but less than five (5) feet from the face of a wall or building.
- (p) **Real Estate Sign.** Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed
- (q) **Roof Sign.** Any sign erected upon or over the roof or parapet of any building.
- (r) **Temporary Sign.** Any sign intended to be displayed for a short period of time, including real estate, political or construction site signs, and banners, decorative-type displays or anything similar to the aforementioned.
- (s) **Wall Sign.** Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than eighteen (18) inches from such wall.
- (t) **Window Sign.** Any sign located completely within an enclosed building and visible from a public way.

#### **SEC. 13-1-102 SIGN PERMIT REQUIRED: SQUARE FOOTAGE DETERMINATION**

- (a) **Sign Permit.** Except those specified in Section 13-1-103, no signs shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a building permit and without being in conformity with the provisions of this Article. The sign shall also meet all other structural requirements of other applicable codes and ordinances of the City of Galesville.
- (b) **Square Footage Determination.** The area within the frame shall be used to calculate the square footage, except that width of a frame exceeding twelve (12) inches shall constitute advertising space, or should such letters or graphics be mounted directly on a wall or fascia or in such a way as to be without a frame, the dimensions for calculating the square footage shall be the area extending six (6) inches beyond the periphery formed around such letters or graphics in a plane figure, bound by straight lines connecting the outer-most points thereof, and each surface utilized to display a message or to attract attention shall be measured as a separate sign.

#### **SEC. 13-1-103 SIGNS EXCEPTED**

All signs must have a building permit, except the following, provided that the following exempt signs may not be located over a public road right-of-way or in, on or over public water:

- (a) Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor and not to exceed two (2) feet in height and ten (10) feet in length.
- (b) Real estate signs not to exceed twelve (12) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
- (c) Name, occupation and warning signs not to exceed two (2) square feet located on the premises.
- (d) Bulletin boards for public, charitable or religious institutions not to exceed eight (8) square feet in area located on the premises.
- (e) 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 the structure.
- (f) Official signs, such as traffic control, parking restriction, information and notices.
- (g) Temporary signs, when authorized by the Zoning Administrator, for a period not to exceed thirty (30) days.
- (h) A sign identifying a planned shopping center grouping may be permitted with the approval of the Common Council, upon the recommendation of the Plan Commission, and the Council may, in such case, modify the regulations applicable to the height, size and location of such sign consistent with the spirit and intent of the regulations.
- (i) A sign for the purpose of designating a new building or development, for promotion of a subdivision, for announcement of a special event or for similar special informational purposes may be permitted for a limited

period of time in any district with the approval of the Common Council, upon the recommendation of the Plan Commission, and subject to the following:

- (1) Drawings showing the specific design, appearance and location of the sign shall be submitted to the Common Council and Plan Commission for approval.
  - (2) The permitted size and location of any such sign shall be at the discretion of the Common Council based upon the character of the area, the type and purpose of the sign and the length of time permitted.
  - (3) Where the sign is to be located on the premises involved, such may be permitted for a period up to one (1) year. An extension may be permitted for a period not to exceed two (2) years total.
  - (4) Where the sign is not to be located on the premises involved, such sign may be permitted for a period not to exceed nine (9) months.
- (j) Signs designating entrances, exits, service areas, parking areas, restrooms and other such signs relating to functional operation of the building or premises shall be permitted without limitation other than reasonable size and necessity.
  - (k) Signs not exceeding one (1) square foot in area and bearing only property numbers, post box numbers or names of occupants of premises.
  - (l) Flags and insignia of any government, except when displayed in connection with commercial promotion.
  - (m) Legal notices, identification information or directional signs erected by governmental bodies.
  - (n) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
  - (o) Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.
  - (p) Election signs are permitted in all districts: however, they shall be removed within two (2) weeks following election day.

#### **SEC. 13-1-104 SIGNS PERMITTED**

- (a) **Signs in Residential Districts.** Within the residential districts, the following signs are permitted:
  - (1) One (1) nameplate sign for each dwelling, and such sign shall not exceed one (1) square foot in area per surface, and no sign shall be so constructed as to have more than two (2) surfaces for advertising purposes.
  - (2) One (1) nameplate sign for each dwelling group of three (3) or more units, such signs shall not exceed three (3) square feet in area per surface and no sign shall be so constructed as to have more than two (2) surfaces for advertising purposes.
  - (3) One (1) nameplate sign for each permitted use or use by conditional permit other than residential, and such sign shall not exceed twelve (12) square feet in area per surface
  - (4) Symbols, statues, sculptures and integrated architectural features on nonresidential buildings may be illuminated by flood lights provided the direct source of light is not visible from the public right-of-way or adjacent residential district.
- (b) **Commercial and Industrial Districts.** Signs are permitted in the commercial districts and the industrial districts subject to the following restrictions:
  - (1) On-premises exterior signs are limited to two (2) signs for each individual business premises which advertise the business name, services offered or products sold. Total display area for all on-premises exterior signs shall not be greater than one hundred (100) square feet per side. No on-premises exterior sign shall exceed twenty (20) feet in height above the mean centerline street grade. All on-premises exterior signs shall meet all yard requirements for the district in which it is located.
  - (2) Wall signs placed against the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building's wall surface.
  - (3) Projecting signs fastened to, suspended from or supported by structures shall not extend more than six (6) feet into any required yard, shall not be less than ten (10) feet from all lot lines and shall not be less than ten (10) feet above the sidewalk and not less than fifteen (15) feet above a driveway or an alley.
  - (4) Off-premises ground signs shall not be located within fifty (50) feet of the existing or proposed right-of-way of any state or county trunk highway, or any town or city road, measured horizontally along a line normal or perpendicular to the center of the right-of-way and shall not be located within one thousand

(1,000) feet of any other off-premises ground sign, shall not exceed ten (10) feet in height and shall not exceed one hundred (100) square feet in display area on any one (1) side nor two hundred (200) square feet in display area on all sides.

- (5) Window signs shall be placed only on the inside of commercial buildings.
- (6) Roof signs shall not exceed ten (10) feet in height above the roof, shall meet all the yard and height requirements for the district in which they are located and shall not exceed fifty (50) square feet on all sides for any one (1) premises.
- (7) Maximum Size. The maximum square footage of commercial signs outside the downtown district shall be one hundred (100) square feet in the Commercial/Industrial District.

#### **SEC. 13-1-105 PROHIBITED SIGNS**

- (a) **Facing.** No sign, except those permitted in Section 13-1-103, shall be permitted to face a residential district within fifty (50) feet of such district boundary.
- (b) **Traffic Interference.** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices or the safe flow of traffic. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign shall be placed so as to obstruct or interfere with traffic visibility.
- (c) **Moving or Flashing Signs.** No sign shall be erected which has any flashing, rotating or brilliant intermittent parts or lights or bare reflecting-type bulbs, except those giving public service information such as time, date, temperature, weather or similar information or where allowed by conditional use permit.

#### **SEC. 13-1-106 DANGEROUS AND ABANDONED SIGNS**

- (a) **Removal.** All signs shall be removed by the owner or lessee of the premises upon which the sign is located when a business which it advertises has not been conducted for a period of six (6) months or when, in the judgment of the Building Inspector, such sign is so old, dilapidated or has become so out of repair as to be dangerous, or unsafe, whichever occurs first. If the owner or lessee fails to remove it, the Common Council may remove the sign at cost of the owner, following adequate written notice. The owner may appeal the Common Council's decision to the Board of Appeals.
- (b) **Alterations.** Any sign which was erected before the adoption of this sign Ordinance shall not be rebuilt or relocated without conforming to all of the requirements of this Article.
- (c) **Violations.** All signs constructed or maintained in violation of any of the provisions of this Article are hereby declared public nuisances within the meaning of this Code of Ordinances. In addition to the above penalty provisions for violation of this Chapter, the Common Council may bring an action to abate the nuisance in the manner set forth in the Wisconsin State Statutes.

#### **SEC. 13-1-107 VARIANCES OR EXCEPTIONS.**

Variations or exceptions to these sign regulations may be granted by the Board of Appeals.

#### **SEC. 13-1-108 CONSTRUCTION AND MAINTENANCE REGULATION FOR SIGNS.**

- (a) **Installation.** All signs shall be properly secured, supported and braced and shall be kept in reasonable structural condition and shall be kept clean and well painted at all times. Bolts or screws shall not be fastened to window frames. Every sign and its framework, braces, anchors and other supports shall be constructed of such material and with such workmanship as to be safe and satisfactory to the Common Council, or its designee.
- (b) **General Requirements.**
  - (1) Awnings. Lowest part of any awning shall be seven (7) feet above the sidewalk. Signs are allowed directly on the awning or hanging on the frame but not below seven (7) feet.
  - (2) Roof Signs. No sign shall be located so as to project above the parapet line, unless approved by the Common Council, upon the recommendation of the Plan Commission.

- (3) **Illuminated Signs.** Any illuminated signs shall not interfere with surrounding properties or traffic. Illuminated flashing signs will not be permitted in any residential district.
  - (4) **Projection.** Signs including supports shall not project beyond five (5) feet of the face of the wall to which attached.
  - (5) **Blanketing.** Blanketing of signs shall not be allowed.
  - (6) **Maintenance.** All signs, including supports and attachments, shall be properly maintained and have an appearance that is neat and clean.
- (c) **Search Lights.** The Common Council may permit the temporary use of a search light for advertising purposes in any district provided that the search light will not be located in any public right-of-way, will not be located closer than ten (10) feet to an adjacent property and will not cause a hazard to traffic or adjoining properties. Search light permits shall not be granted for a period of more than five (5) days in any six (6) month period.
  - (d) **Signs on Public Rights-of-Way.** Signs shall not be permitted on public rights-of-way except for traffic control, parking and directional signs and as otherwise specified in this Chapter. However, the Common Council may grant a conditional permit to locate signs and decorations on or within the right-of-way for a specified time not to exceed sixty (60) days and subject to Article E.

### **SEC. 13-1-109 SPECIFIC REQUIREMENTS.**

- (a) **Temporary Sign Limitations.**
  - (1) All temporary signs such as real estate, construction site and political signs may be erected for thirty (30) days and shall be removed within ten (10) days after their use has discontinued.
  - (2) Temporary signs may be placed on a property, but shall not be located on a right-of-way terrace, and shall not interfere with driveway vision clearance.
- (b) **Electronic Message Unit Signs.**
  - (1) Such signs may be used only to advertise activities conducted on the premises or to present public service information pursuant to Section 13-1-105(c).
  - (2) Segmented messages must be displayed for not less than one-half (1/2) second and more than ten (10) seconds.
  - (3) Traveling messages may travel no slower than sixteen (16) light columns per second and no faster than thirty-two (32) columns per second.
- (c) **Portable Signs.**
  - (1) Such signs shall be limited in use to thirty (30) days at a time following approval by the Zoning Administrator, and not more frequently than three (3) times per year at any one (1) location.
  - (2) The maximum size shall be twenty-five (25) square feet on each face, back-to-back.
- (d) **Residential Districts.** No sign shall be erected in any residential district except as provided in Section 13-1-104(a) and that public, semi-public, religious or charitable institutions (holding a tax-exempt status from the IRS) may have an identification or directory sign not over twenty-four (24) square feet in area.

### **SEC. 13-1-110 NONCONFORMING SIGNS.**

- (a) **Signs Eligible for Characterization as Legal Nonconforming.** Any sign located within the City of Galesville limits of the date of adoption of this Chapter or located in an area annexed to the City of Galesville hereafter which does not conform with the provisions of this Article is eligible for characterization as a legal nonconforming sign and is permitted, providing it meets the following requirements:
  - (1) The sign was covered by a proper sign permit prior to the date of adoption of this sign ordinance;
  - (2) If no permit was required under the applicable law for the sign in question and the sign was, in all respects, in compliance with applicable law on the date of adoption of this sign ordinance.
- (b) **Loss of Legal Nonconforming Status.** A sign loses its nonconforming status if one (1) or more of the following occurs:
  - (1) The sign is structurally altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with requirements of this Article than it was before alteration;
  - (2) The sign is relocated;

- (3) The sign fails to conform to the City requirements regarding maintenance and repair, abandonment or dangerous or defective signs;
  - (4) On the date of occurrence of any of the above, the sign shall be immediately brought in compliance with this Article with a new permit secured therefore or shall be removed.
- (c) **Legal Nonconforming Sign Maintenance and Repair.** Nothing in this Article shall relieve the owner or use of a legal nonconforming sign or the owner of the property in which the sign is located from the provisions of this Article regarding safety, maintenance and repair of signs.
- (d) **Height Regulations.** A sign is a structure or a part of a structure for the purpose of applying yard and height regulations.

**SEC. 13-1-111 WIND PRESSURE AND DEAD LOAD REQUIREMENTS.**

All billboards, signs and other advertising structures shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed to receive dead loads as required in the Building Code or other Ordinances of the City of Galesville.

**SEC. 13-1-112 ABANDONED BILLBOARDS AND SIGNS.**

Except as otherwise herein provided, all billboards and/or sign messages shall be removed by the owner or lessee of the premises upon which an off-premise sign/billboard is located when the business it advertised is no longer conducted where advertised. If the owner or lessee fails to remove the sign/billboard, the Common Council shall give the owner sixty (60) days' written notice to remove said sign/billboard and thereafter, upon the owner's or lessee's failure to comply, may remove such sign/billboard, any costs for which shall be charged to the owner of the property or may be assessed as a special assessment against the property, and/or the Common Council may take any other appropriate legal action necessary to attain compliance.