

TOWN OF SARATOGA ORDINANCE
Town Ordinance No. 01-15-2014
CHAPTER ____: SIGN ORDINANCE

Public Hearing and Recommendation by Town Plan Commission 04-10-2013
Approved by Town Board 04-17-2013 as Town Ord. No. 04-17-2013
Amendments Considered and Recommended by Town Plan Commission 01-08-2013
Amendments Approved by Town Board 01-15-2014 as Town Ord. No. 01-15-2014
Amendments Approved by Town Board 06-18-2014 as Town Ord No.12-2-15
Amendments Approved by Town Board 06-18-2014 as Town Ord No. 1-6-16
Amendments Approved by Town Board 06-18-2014 as Town Ord No. 7-15-20
Amendments Approved by Town Board 7-15-20 as Town Ordinance 6-15-24

**1. TITLE, AUTHORITY, COMPREHENSIVE PLAN, FINDINGS AND INTENT,
APPLICABILITY, EXEMPTIONS AND DELAYED EFFECTIVE DATE**

- 1.1 **Title:** This ordinance is entitled "Town of Saratoga Sign Ordinance," and may be referred to as the Sign Ordinance.
- 1.2 **Authority:** This ordinance is adopted pursuant to the general police powers of the Town of Saratoga. The Town Meeting granted Village powers to the Town pursuant to Wis. Stat. §§ 60.10, 60.22(3) and 61.34, as well as other authority set forth in the Wisconsin statutes.
- 1.3 **Comprehensive Plan:** The Town Board approved The Town of Saratoga Comprehensive Plan 2007-2025 ("Comprehensive Plan"), in August 2007. Although the Sign Ordinance derives its authority from the Town's power to regulate for the health, safety, welfare, and convenience of the public, the Sign Ordinance has been reviewed by the Plan Commission for consistency with the goals, objectives, policies and recommendations set forth in the Comprehensive Plan. By recommending approval of the Sign Ordinance, the Plan Commission finds that the Sign Ordinance is consistent with the goals, objectives, policies and recommendations set forth in the Comprehensive Plan.
- 1.4 **Findings and Intent:** The Board hereby finds that regulating the size, type and location of signs, all as set forth in this ordinance, is necessary for the health, safety, welfare, and convenience of the public in the Town by. Regulation of signs protects health, safety, welfare and general convenience of the public in many ways, including the following:
- 1.4.1 Improving both pedestrian and vehicular traffic safety by regulating competing and distracting demands for visual attention.
 - 1.4.2 Establishing standards that promote the effective use of signs as a means of communication while enhancing public safety..
 - 1.4.3 Providing uniform information and direction to travelers passing through the Town.
 - 1.4.4 Safeguarding a major natural economic asset of the Town, which is the natural beauty of the land and the scenic roads, woodlands and waters.
 - 1.4.5 Protecting property values, public and private investment in property and business assets in the Town.
 - 1.4.6 Preventing visual blight and clutter, which detracts from the natural character of the Town.

- 47 1.4.7 Minimizing possible adverse effects of unregulated signs on nearby public
48 and private property.
- 49 1.4.8 Establishing a permitting system that allows the Town to control the size,
50 type and location of signs, and require maintenance of signs, all in a
51 manner that reflects community standards and general welfare.
- 52 1.4.9 Providing for enforcement of sign regulations to ensure ongoing
53 compliance and protection of health, safety, welfare and convenience of
54 the public in a manner that is fair and consistent.
- 55 1.5 **Applicability: In General:** All signs hereafter located, erected, moved within or into
56 the Town, constructed, enlarged, or structurally modified shall be in conformity with
57 the provisions of this ordinance. Signs adjacent to state highways shall comply with
58 provisions of Wis. Stat. § 84.30 and Wis. Admin. Code Trans 201 and the provisions of
59 this ordinance, wherever applicable. Where either State sign regulations or this
60 ordinance are more or less restrictive, the more restrictive regulations shall apply.
- 61 1.6 **Applicability to Existing Signs: Delayed Effective Date:** In addition to the Town's
62 findings that the regulation of signs is a matter of health, safety, welfare, and
63 convenience of the public, the Town also recognizes that the private costs and burdens
64 associated with compliance uniquely impact existing signs. Therefore, in the spirit of
65 fairness and economic realities, this ordinance shall not apply immediately to signs
66 that exist in the Town on April 1, 2013 (referred to as "existing signs" in this section).
67 Solely as to such existing signs, this ordinance shall have a delayed effective date of
68 June 1, 2015. With this sole exception, the ordinance shall be effective upon adoption
69 and publication as required by law.

70 2. DEFINITIONS AND REQUIREMENTS

- 71 2.1 **Abandoned Sign:** A sign which no longer identifies or advertises a bona fide business,
72 lessor, service, owner, product available or activity conducted on the premises where
73 the sign is displayed or elsewhere.
- 74 2.2 **Advertising Vehicle:** The use of a car, truck, bus, trailer or parts thereof (collectively
75 referred to as "vehicle" in this definition) to advertise products or services or direct
76 persons to a business, where (a) the vehicle is generally unrelated to the products,
77 services or direction, (b) the vehicle is generally stationary or rarely moved, and/or (c)
78 the vehicle is being used for purposes that are generally equivalent to signage. The
79 term "advertising vehicle" as used in this ordinance is not intended to and does not
80 include vehicles that are primarily used for transportation, and also have a business
81 name, trademark or similar advertising painted or adhered to the vehicle. For
82 example, a tow truck that has the name and number of the garage painted on the
83 vehicle's doors¹ and that is regularly used by the mechanic from the garage to tow
84 disabled trucks to the garage does NOT constitute an "advertising vehicle" under this
85 ordinance. On the other hand, a disabled vehicle parked near the public right-of-way
86 with a placard that states "Drive-In for the Best Breakfast in Town!" would be
87 considered an "advertising vehicle" and would be regulated by this ordinance.
- 88 2.3 **Animated sign:** Any sign which uses movement, reflection or changing of light to
89 depict action or to create a special effect or scene (compare to "flashing sign").

¹ NOTE: This ordinance is not intended to regulate painted markings or magnetic panels such as those frequently placed on the doors of commercial vehicles.

- 90 2.4 **Area of Sign:** Sign area consists of the entire surface area of the sign excluding the
91 supports and other structural members. (*See Appendix A, B, C and D.*)
- 92 2.5 **Awning:** Canvas, cloth or other structure supported above windows or door openings.
- 93 2.6 **Banner Sign:** A sign made of fabric or any non-rigid material with no enclosing
94 framework.
- 95 2.7 **Building Fascia:** That portion of a building which is parallel or nearly parallel to the
96 abutting roadway.
- 97 2.8 **Business Sign:** A sign which directs attention to a business, profession, commodity,
98 service or entertainment that is sold or offered upon the premises where such sign is
99 located.
- 100 2.9 **Canopy Sign:** Any sign that is part of or attached to an awning, canopy or other fabric,
101 plastic or structural protective cover over a door, window, entrance or outdoor service
102 area.
- 103 2.10 **Changeable Message Sign:** A sign such as a manual, electronic or electric controlled
104 time and temperature sign, message center or reader board, whether electronic,
105 electric or manual, on which copy changes.
- 106 2.11 **Construction Sign:** A temporary sign identifying an architect, contractor,
107 subcontractor and/or material supplier participating in construction on the property
108 on which the sign is located.
- 109 2.12 **Copy:** letters, words, symbols or images of any kind on a sign surface in either
110 permanent or removable letters.
- 111 2.13 **Deteriorated or Dilapidated Sign:** Any sign which is in such a state of deterioration
112 or disrepair so as to make it a nuisance or hazardous to the health, safety and welfare
113 of the public.
- 114 2.14 **Directional Sign:** An on-premise sign giving directions, instructions or facility
115 information and which may contain the name or logo of an establishment but no
116 advertising copy. Examples include parking or egress signs.
- 117 2.15 **Double-faced Sign:** A sign with copy on two parallel faces that are back to back,
118 facing in opposite directions.
- 119 2.16 **Electric Sign:** Any sign which uses or is intended to use electrical energy.
- 120 2.17 **Face of Sign:** The area of a sign on which copy could be placed.
- 121 2.18 **Flag:** Any fabric, banner or bunting containing distinctive colors, patterns or symbols
122 used as a symbol of a business, corporation, government, political subdivision or other
123 entity.
- 124 2.19 **Flashing Sign:** Any sign which contains an intermittent or flashing light source, or has
125 the illusion of intermittent or flashing light by means of animation, or has an
126 externally-mounted intermittent light source.
- 127 2.20 **Freestanding Sign:** Any sign supported by structures or supports that are placed on
128 or anchored in the ground and are independent from any building or other structure.
- 129 2.21 **Government Sign:** Any temporary or permanent sign erected and maintained by the
130 Town, county, state or federal government.

- 131 2.22 **Grade:** The elevation or level, measured at the natural grade as it exists at or below
132 the sign. (*See Appendix A.*)
- 133 2.23 **Ground Sign:** A sign erected on one or more freestanding supports or uprights and
134 not attached to any building, or a freestanding sign that is less than six feet in height.
- 135 2.24 **Height of Sign:** The vertical distance measured from the grade where the sign is
136 located to the highest point of such sign. (*See Appendix A.*)
- 137 2.25 **Identification Sign:** A sign whose copy is limited to the name and address of a
138 building, institution or person and/or to the activity or occupation being identified.
- 139 2.26 **Illuminated Sign:** A sign with an artificial light source incorporated internally or
140 externally for the purpose of illuminating the sign.
- 141 2.27 **Incidental Sign:** An on-premise sign, emblem, or decal informing the public of goods,
142 facilities or services available, or providing directions or directing pedestrian or traffic
143 control.
- 144 2.28 **Maintenance:** Maintenance means the cleaning, painting, repair or replacement of a
145 defective part of a sign in a manner that does not alter the basic copy, design or
146 structure of the sign.
- 147 2.29 **Nameplate:** An on-premise sign displaying only the name and/or address of an
148 occupant.
- 149 2.30 **Off-Premise Sign:** A sign which advertises goods, products, facilities or services not
150 on the premises where the sign is located, or directs persons to a different location
151 from where the sign is located.
- 152 2.31 **On-Premise Sign:** Any sign indentifying or advertising a business, person, activity,
153 goods, products or services located on a premise where the sign is installed.
- 154 2.32 **Permanent Sign:** A sign or advertising display which is permanently attached to the
155 ground by support posts, has a fixed base, or is attached to a building, and/or which is
156 not designed or capable of being moved intact. Not a portable sign or temporary sign
157 (see definitions below). If a sign display area is permanent but the message displayed
158 is subject to periodic changes, that sign may qualify as a permanent sign.
- 159 2.33 **Political Sign:** A sign containing a political message, as defined in Wis. Stat. § 12.04.
160 (This ordinance does not regulate political signs, but rather defers to State election
161 law. *See Wis. Stat. § 12.04.*)
- 162 2.34 **Portable Sign:** Any sign not permanently attached to the ground by support posts, a
163 fixed base, or attached to a building, and/or which is designed or capable of being
164 moved intact. For example, a sign designed to be moved intact on its own trailer or
165 carriage is a "portable sign."
- 166 2.35 **Projecting Sign:** A sign, which is usually double-faced, and is attached to and projects
167 from a structure or building. The area of a projecting sign is calculated on one face
168 only.
- 169 2.36 **Roof Sign:** A sign erected upon, against or above a roof.
- 170 2.37 **Rotating Sign:** A sign in which the sign itself or any portion of the sign moves in a
171 revolving or similar manner; such motion does not refer to methods of changing copy.

- 172 2.38 **Sandwich Sign:** A hinged or unhinged A-frame portable sign which is generally
173 temporary in nature and placed near the roadway. Sandwich signs are regulated as
174 temporary signs.
- 175 2.39 **Sign:** Any object, device, display or structure, or part thereof, situated outdoors which
176 is used to advertise, identify, display, direct or attract attention to any object, person,
177 institution, organization, business, product, service, event or location, by any means,
178 including words, letters, figures, designs, icons, symbols, fixtures, colors, illumination
179 or projected images. Signs DO NOT include the flag or emblem of any nations,
180 organizations of nations, state, city, religious, fraternal, or civic organization; also
181 merchandise and pictures or models of products, or services incorporated in window
182 displays, or works of art not identifying a product.
- 183 2.40 **Sign Structure:** Any device or material which supports, has supported, or is capable
184 of supporting a sign in a stationary position, including decorative covers.
- 185 2.41 **String Sign:** Any sign in which lights, ribbons, pennants or other similar small,
186 attention-drawing devices are attached to a rope, string, wire, pole or similar support.
187 In appropriate circumstances, string signs may be regulated as temporary signs.
- 188 2.42 **Subdivision Identification Sign:** A permanent sign identifying a recognized
189 subdivision, condominium complex or residential development.
- 190 2.43 **Subdivision Marketing Sign:** Subdivision signs which are temporary in nature
191 (advertising lots for sale) may be displayed for a period not to exceed two years.
192 Annual extensions may be granted for the temporary subdivision signs upon approval
193 of the Town.
- 194 2.44 **Substantial Change:** "Substantial change" to a sign is defined to mean any of the
195 following: increasing the number of vertical supports; changing the physical location;
196 increasing the square footage or area of the sign face, except by adding a temporary
197 extension meeting conditions deemed acceptable by the Plan Commission; adding
198 changeable message capability or adding lighting to a previously unlit sign. As used in
199 this ordinance, a sign is "substantially the same" if no "substantial change" to the sign
200 has been made.
- 201 2.45 **Swinging Sign:** A sign installed on an arm, mast, spar or frame in a manner that allow
202 movement of the sign. For the purpose of this ordinance, flags are not considered
203 swinging signs.
- 204 2.46 **Temporary Sign:** A sign or advertising display which is used only temporarily and is
205 not permanently mounted on any support. Temporary signs are typically used to draw
206 attention to a particular event. For example, rummage/garage sale signs and retailers'
207 signs temporarily displayed for the purpose of informing the public of a special event,
208 grand opening, sale or special offer are considered temporary signs. Similarly, the
209 volunteer fire department might display a temporary sign to draw attention to the
210 annual festival. If a sign display area is permanent but the message displayed is
211 subject to periodic changes, that sign shall not be considered temporary.
- 212 2.47 **Vision Obstruction:** No sign shall be placed which would prevent a full view of both
213 pedestrian and vehicular traffic. Sign placement shall not create a vision obstruction
214 adjacent to road intersections, right-of-way, alleys, trails and/or adjacent access points
215 (public and private driveways).

- 216 2.48 **Wall Sign:** A sign attached to the wall of a building with the face in a parallel plane to
217 the plane of the building wall. Wall signs shall not extend beyond the edge of any wall
218 or other surface to which they are mounted, nor shall they project more than 18 inches
219 from its surface. The top of the sign shall be no higher than the nearest portion of the
220 building to which it is mounted.
- 221 2.49 **Window Sign:** A sign installed on a window for purposes of viewing from the outside.
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223 **3. GENERAL REQUIREMENTS FOR SIGNS**

224 3.1 **Location:** No signs or flags, shall be located on or overhang any right-of-way or
225 private property lines, except for official traffic control, parking or directional signs.

226 3.2 **Visual Obstructions:** No signs or flags shall create any vision obstructions of a public
227 right-of-way, alley, trail, adjacent drive or private drive entering onto any public or
228 private thoroughfare; and no sign in excess of 2-1/2 feet above grade or support poles
229 larger than 12 inches in diameter or width may be installed in the areas identified in
230 this paragraph.

231 3.3 **Illumination:** Unless otherwise specified by this ordinance, all signs may be
232 illuminated. Underground wiring is required on all signs connected to a remote
233 electric source. Exterior lighting fixtures shall be oriented and shielded so the lighting
234 element is not visible from traffic, and shall not shine into any residence. The use of
235 solar powered lighting is encouraged.

236 3.4 **Changeable Copy:** Unless otherwise specified by this section, any sign permitted
237 under this ordinance may use manual or automatic changeable copy.

238 3.5 **Maintenance:** Every sign for which permits are required, shall be maintained in a safe
239 structural condition. Maintenance shall include cleaning, painting, replacement of any
240 loose material or defective or damaged parts and maintenance of the structural
241 integrity of the sign and sign structure.

242 3.6 **Prohibited Signs:** The following signs are prohibited:

243 3.6.1 Any sign animated by means of flashing , blinking or rotating lights, as part
244 of the sign or attached thereto, or signs with physically moving
245 components visible from the public right-of-way. Electronic message signs
246 are not prohibited.

247 3.6.2 Signs which are an imitation of, or resemble in shape, size, copy or color an
248 official traffic sign or signal, or emergency light or signal.

249 3.6.3 Roof signs and roof mounted signs.

250 3.6.4 Signs attached to utility poles, or trees or painted on rocks.

251 3.6.5 Advertising Vehicles. (See Definitions section of this ordinance.)

252 3.7 **Time Limitations:** The following time limitations shall apply to signage in the Town:

253 3.7.1 Temporary signs shall not be displayed for more than fourteen (14) days
254 prior to the event, and shall be removed within 48 hours after completion
255 of the event.

256 3.7.2 Portable signs shall have a thirty (30) day limit per display and shall be
257 limited to one (1) display per ninety (90) day period. Portable signs shall
258 be displayed no more than three (3) times per calendar year. Permits are
259 required for portable signs.

260 3.8 **Appendix:** To more clearly illustrate certain concepts described in this ordinance, the
261 Town has prepared an Appendix. The Appendix attached hereto is incorporated in this
262 ordinance by reference.

263 3.8.1 Appendix A Area and Height of Sign

264 3.8.2 Appendix B Area of Sign

265 3.8.3 Appendix C Area of Sign with Border

266 3.8.4 Appendix D Area of Sign

267 **4. PERMIT PROCEDURES AND REQUIREMENTS**

268 4.1 Unless exempt under this ordinance,² no person shall locate, erect, move, construct,
269 enlarge or substantially change a sign within the Town until a sign permit for each
270 such sign has been issued in accordance with this ordinance.

271 4.2 The applicant shall submit to the Town Board or it's designee an application on an
272 approved form from the town together with a drawing showing all the dimensions of
273 the sign, including the length, height, and width of the sign and supporting structure or
274 base, and its proposed location on the property where the sign will be erected.

275 4.3 Permits shall not be required for a change of copy, repainting, cleaning and other
276 normal maintenance or repair of a sign and sign structure, nor for erecting or
277 modifying any sign not requiring a permit.

278 4.4 Permit fees. *See* Fee Schedule adopted by resolution of the Town Board.

279 4.5 Permit issuance or denial. The Town Board or its' designee shall issue a permit for the
280 erection, structural alteration, enlargement or relocation of a sign within the Town
281 when the permit application is properly made, all appropriate fees have been paid and
282 the sign complies with the appropriate laws and regulations. In the event that the
283 designee is uncertain whether the application complies with appropriate laws and
284 regulations, the designee may provide notice to the applicant and refer the application
285 to the Town Board for its determination. If the sign permit is denied by the designee,
286 written notice of the denial shall be given to the applicant, together with a brief
287 explanation of the basis for the denial.

288 4.6 Appeal from permit denial.

289 4.6.1 Appeal from denial of a sign permit may be taken to the Town Board. Such
290 an appeal can be made at a regularly scheduled Town Board meeting,
291 provided a request for hearing is made in writing to the building inspector
292 no less than 15 calendar days before a scheduled meeting. The building
293 inspector shall comply with and enforce the Town Board's decision.

294 4.6.2 The building inspector's failure to either formally grant or deny a sign
295 permit within ten (10) business days of the date an application meeting
296 the requirements of this article is filed shall also be sufficient cause for
297 appeal to the Town Board.

298 4.6.3 If the appeal from a permit denial involves a sign existing in the Town as of
299 April 1, 2013, the Town Board shall not only consider whether the sign
300 complies with appropriate laws and regulations, but shall also expressly
301 consider the Findings and Intent set forth in Section 1.4 and may consider
302 economic factors and relevant contractual obligations. For example, if a
303 sign is less than 10 years old, has not been fully depreciated and was
304 expensive to purchase and install, that would be a relevant economic
305 factor for consideration. Relevant factors will be identified and considered
306 on a case-by-case base.
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² *See*, for example, Sections 5.1 and 5.2.

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309 **5. SIGNS EXEMPT FROM ORDINANCE, SIGNS EXEMPT FROM PERMITS, AND SIGNS**
 310 **REQUIRING PERMITS**

311 5.1 **Signs Exempt from Ordinance.** Notwithstanding the general applicability of this
 312 ordinance, this ordinance does not apply to signs posted by a governmental unit for
 313 traffic control and other regulatory purposes, danger signs, railroad crossing signs, and
 314 signs of public utilities indicating danger, nor to aids to service or safety which are
 315 erected by or on the order of a public officer in the performance of his/her public duty.

316 5.2 **Signs Exempt from Permit.** Signs which meet the maximum area and other criteria
 317 set forth in Table 1 are exempt from having to obtain a permit, but are otherwise
 318 subject to all of the requirements of this ordinance.

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Table 1

EXEMPT SIGNS -- NO SIGN PERMIT REQUIRED		
TYPE SIGN	MAXIMUM AREA	REQUIREMENTS¹
Awnings		For commercial uses only
Construction Sign	100 sq. ft. in area	Maximum two per construction site
Garage, rummage, yard sale	8 sq. ft.	Not allowed on utility poles
Incidental Signs	6 sq. ft.	None
Memorial signs and plaques	4 sq. ft.	Part of or attached to the building, i.e. corner stone or metal plaque
No Dumping	1-1/2 sq. ft.	None
No Trespassing	1-1/2 sq. ft.	None
Political or campaign signs	Subject to Wis. Stat. § 12.04	Subject to Wis. Stat. § 12.04
Public Notice/Sign	As defined by law, statute or ordinance	Required by law, statute or ordinance
Real Estate	6 sq. ft.	One per residential lot
	32 sq. ft.	One per non-residential parcel or residential parcels over four acres
Residential lot numbers		Per building code ordinance
Temporary Signs		See section 2.46

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322 5.3 **Signs Requiring Permit.** Signs which are not exempt must obtain a permit based
 323 upon the standards set forth in Table 2 and must also comply with the other
 324 requirements of this ordinance.

325 Table 2

SIGN PERMIT REQUIRED		
TYPE SIGN/OR AREA	MAXIMUM AREA	REQUIREMENTS³
On site signs for commercial and industrial sites	100 sq. ft. maximum per sign face, including double or multiple faced signs, 20 ft. in height	One sign per state Highway frontage
On site Projecting Signs for commercial and industrial sites	50 sq. ft. any one side	
Farm Signs	32 sq. ft. 8 ft. in height	No lighted signs allowed
Home Occupation	6 sq. ft., 8 ft. in height	One sign per business
Off-Premise or Off-Site signs	100 sq. ft per sign face 20 ft in height	Only permitted on parcels zoned commercial, or industrial, 600 ft minimum distance between off premise signs
Over street banners	75 sq. ft.	Special permit and proof of insurance
Residential sites	32 sq. ft. 15 ft. in height	One sign per parcel
Residential Sites: Churches, Schools, non-profit institutions	32 sq. ft., 15ft. in height	One sign per parcel
Subdivision Identification Sign		Per Plat Review
Subdivision Marketing Sign	32 sq. ft.	Two year special renewable permit, one sign per major adjacent street.
Portable Signs	32 sq. ft.	Thirty (30) day limit per display; limited to one (1) display per ninety (90) day period; displayed no more than three (3) times per calendar year

326 5.4 **Permanent Signs In Existence April 1, 2013 That Are Noncompliant On June 1,**
 327 **2015.** This Section 5.4 applies exclusively to permanent signs that were in existence
 328 on April 1, 2013, and to which there have been no substantial changes between April 1,
 329 2013 and June 1, 2015, and which fall outside the requirements for signs set forth in
 330 this Ordinance (“Eligible April 2013 Signs”).

³ Signs listed in Tables 1 and 2 shall comply with the general regulations established by this ordinance as well as the specific requirements listed in the Table.

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- 5.4.1 Application for Extension. Owners of Eligible April 2013 Signs may apply for an extension (“Extension”) prior to being required to meet the requirements of this Ordinance. Unless a specific time is listed on the Noncompliant Sign Extension Permit, all extensions shall expire within three (3) years of issuance. The application for an Extension shall be made in accordance with Section 4.2 and fees paid as provided in Section 4.4. The application shall include a drawing showing all dimensions of the sign, including the length, height, and width of the sign and supporting structure or base. In addition, the applicant shall provide evidence sufficient to determine that the sign is an Eligible April 2013 Sign, such as a lease agreement executed prior to April 1, 2013, information confirming the cost of the sign and verification of the date of installation.
 - 5.4.2 Referral to Plan Commission. At such time as the building inspector determines that the application is complete, the building inspector shall refer the application to the Plan Commission. The Extension may be issued by the Plan Commission following consideration of the factors set forth in Section 4.6.3 and Section 1.4.
 - 5.4.3 Appeal to Town Board. If the Plan Commission denies the Extension or defers action for more than 45 days after receipt of the application, the applicant may appeal to the Town Board pursuant to the process for appeal of a permit denial as set forth in Sections 4.6.1 and 4.6.3. The Town Board’s action shall be deemed the final action by the Town.

354 **6. ABANDONED OR DILAPIDATED SIGNS**

355 6.1 **Abandoned Signs:** All abandoned signs shall be removed within six (6) months by the
356 owner or lessee of the premises upon which the abandoned sign is located or within
357 30 days of a written notice of removal from the Town Board. Upon failure to comply
358 with this notice, the Town may cause the abandoned sign to be removed, the expense
359 of which shall be charged to the tax roll of the property on which the abandoned sign
360 was located.

361 6.2 **Dilapidated or Deteriorated Signs:** The Town Board or its designee shall cause the
362 removal of any dilapidated or deteriorated signs under the provisions of Wis. Stat.
363 § 66.0413.

364 **7. INDEMNIFICATION AND INSURANCE**

365 7.1 **Indemnification:** All persons involved in the installation, maintenance, alteration or
366 relocation of any sign shall agree to hold harmless and indemnify the Town of Saratoga
367 and its officers, agents and employees against any and all claims of negligence
368 resulting from such work insofar as this ordinance has not specifically directed the
369 placement of a sign.

370 7.2 **Insurance:** Any sign contractor, before performing any work in the Town of Saratoga,
371 shall maintain vehicle, workers compensation, liability and any other required
372 insurance and shall file with the Town a satisfactory certificate of insurance
373 indemnifying the Town against any form of liability with a minimum of \$1,000,000 per
374 occurrence and aggregate with regard to bodily injury and property damage.

375 **8. GENERAL PROVISIONS**

376 8.1 **Compliance Required:** The use, size, height and location of signs hereafter erected,
377 converted, enlarged or structurally altered shall be in compliance with the regulations
378 established by this ordinance.⁴

379 8.2 **Minimum Requirements:** This Ordinance has been adopted to promote the health,
380 safety, aesthetics, comfort, prosperity and general welfare of the residents of the Town
381 of Saratoga. The Town hereby finds the provisions of the Ordinance to be the
382 minimum requirements to advance these public purposes.

383 8.3 **Abrogation:** This Ordinance shall not repeal, abrogate, annul, impair or interfere with
384 existing easements, covenants or agreements between parties or with any rules,
385 regulations, or permits previously adopted or issued pursuant to laws; provided,
386 however, that after adoption by the Town Board where this ordinance imposes a
387 greater restriction upon the use, height, or location of a sign required by other rules,
388 regulations or permits or by easements, covenants or agreements, the provisions of
389 this ordinance shall apply.

390 8.4 **Severability:** If any clause, provision or portion of this ordinance is declared
391 unconstitutional or invalid, unlawful, or unenforceable by a final order of a court of
392 competent jurisdiction including all applicable appeals, the remainder of this
393 ordinance shall remain in full force and effect. If any application of this ordinance to a
394 particular parcel of land is declared unconstitutional or invalid by a final order of a

⁴ Note: This ordinance includes a delayed effective date for existing signs.

395 court of competent jurisdiction, including all applicable appeals, such judgment shall
396 not be applicable to any other parcel of land not specifically included in said judgment.

397 **8.5 Violations and Penalties:** Equitable Relief. In case of any violation of the ordinance,
398 the Town Board, Town Building Inspector, the Plan Commission, or any property
399 owner who would be specially damaged by such violation, may cause appropriate
400 action or proceeding to be instituted to enjoin the violation or cause an unlawful
401 structure to be removed.

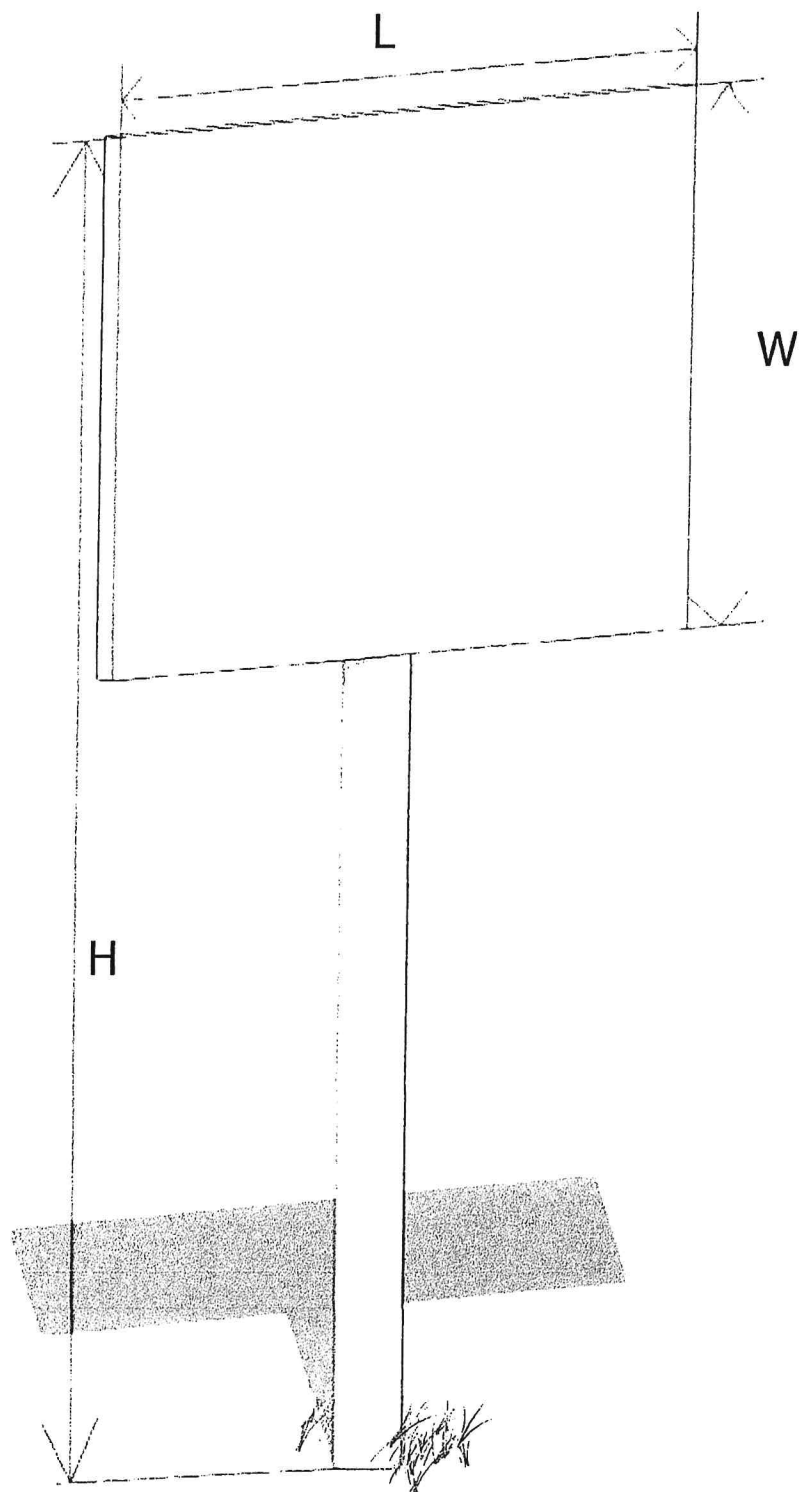
402 8.5.1 Fines and Forfeitures. The Town Board may, by resolution or ordinance,
403 establish fines and forfeitures for violations of this ordinance. In the
404 absence of a specified fine or forfeiture, a person found to have violated
405 the provisions of this ordinance shall forfeit not less than \$5.00 nor more
406 than \$1,000 for each such violation. Each day of a continuing violation
407 shall be considered a separate offense.

408 8.5.2 Cost of Enforcement and Prosecution. In addition to fines and forfeitures,
409 the person(s) found to have violated the ordinance shall be responsible for
410 the costs of prosecution incurred by the Town for enforcement, including
411 attorney fees, inspection fees, survey fees and other reasonable and
412 necessary consultant fees.

413 8.5.3 Remedies Not Exclusive. The remedies and penalties provided in this
414 section are not exclusive. Nothing in this ordinance shall be construed to
415 prevent the Town or any person from commencing any action, or
416 enforcing any remedy authorized by any other law.

417
418

Appendix A Area and Height of Sign



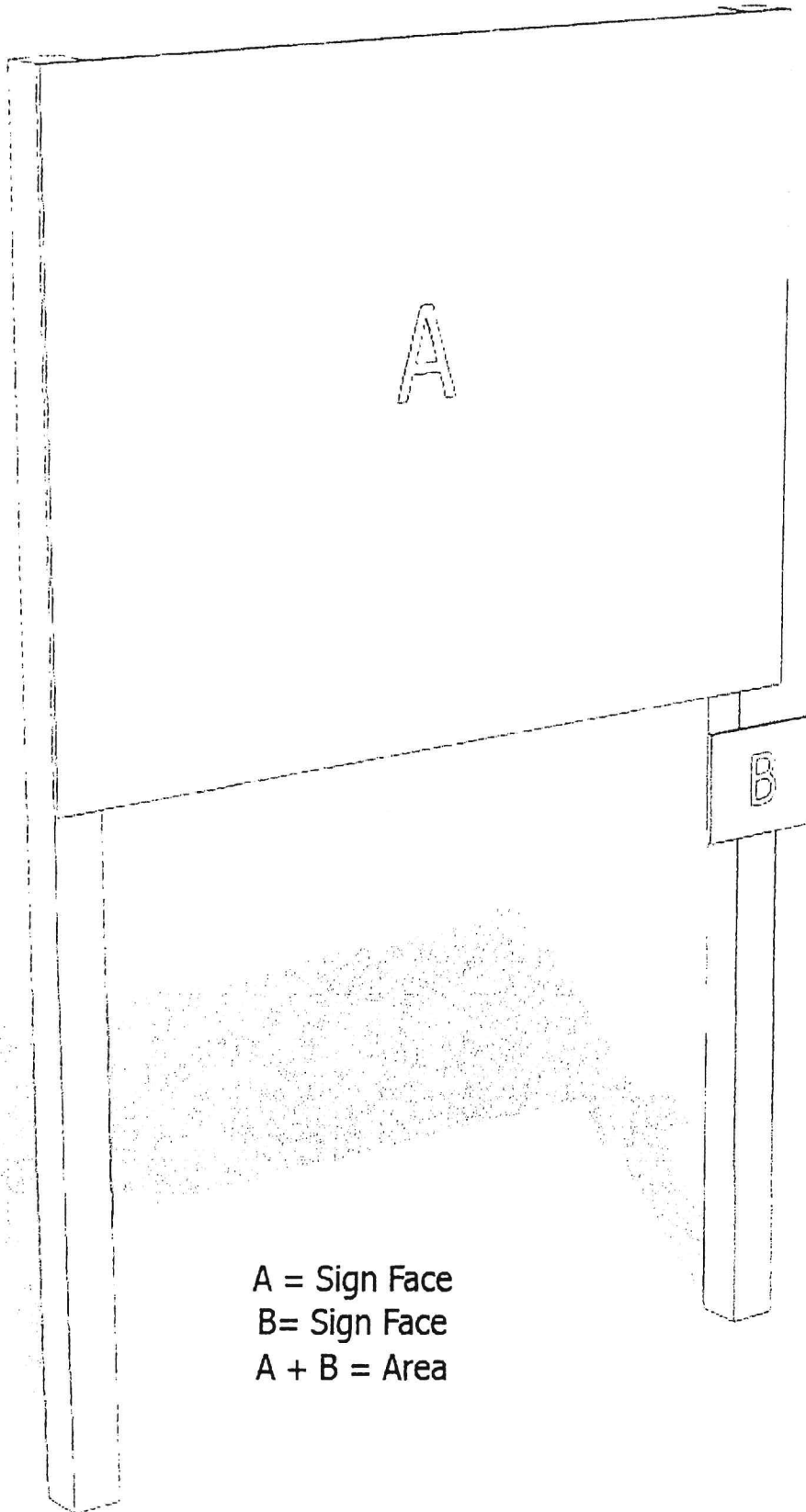
L = LENGTH OF SIGN

H = HEIGHT OF SIGN

W = WIDTH OF SIGN

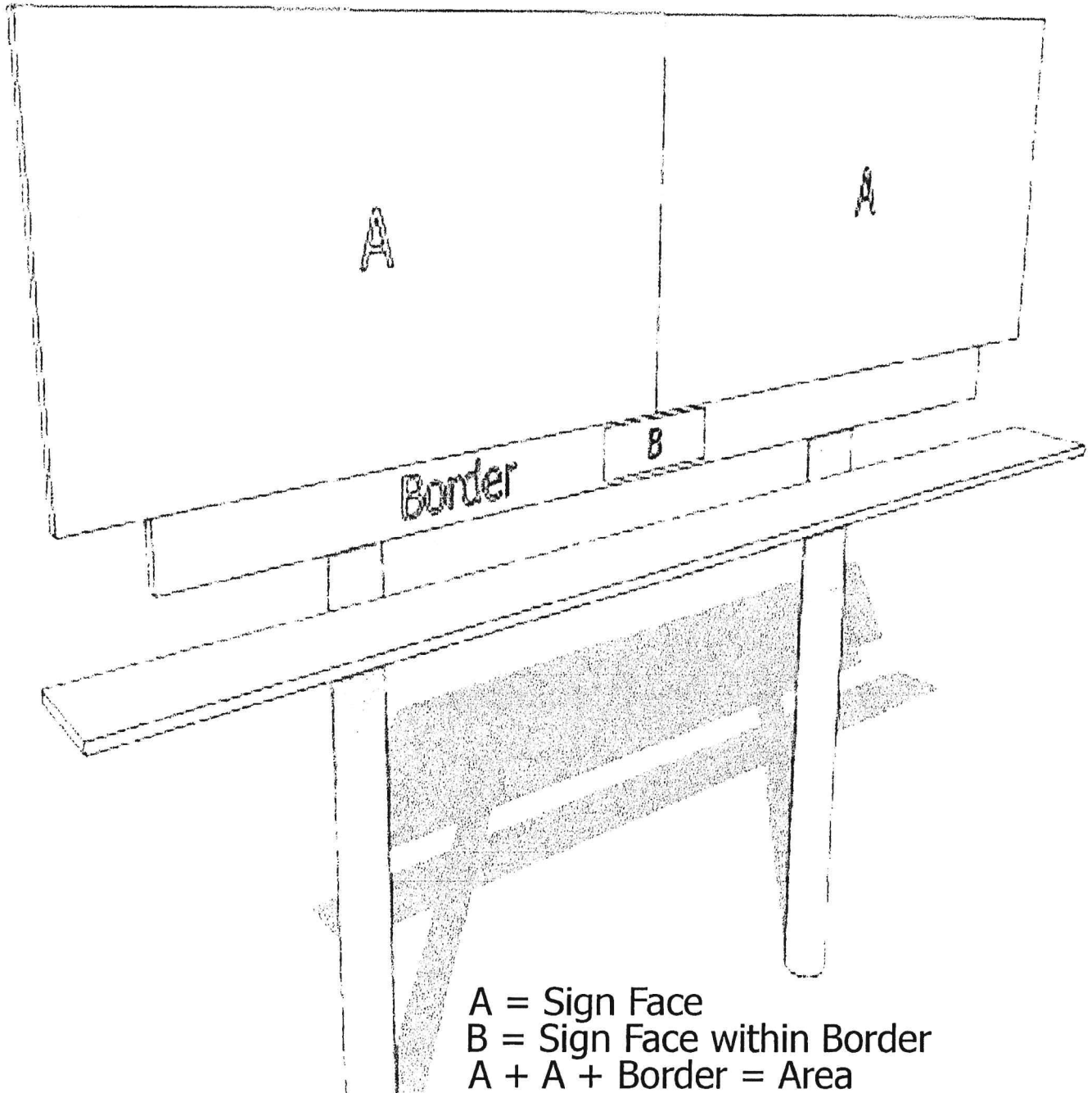
$L \times W = \text{AREA OF SIGN}$

Appendix B Area of Sign

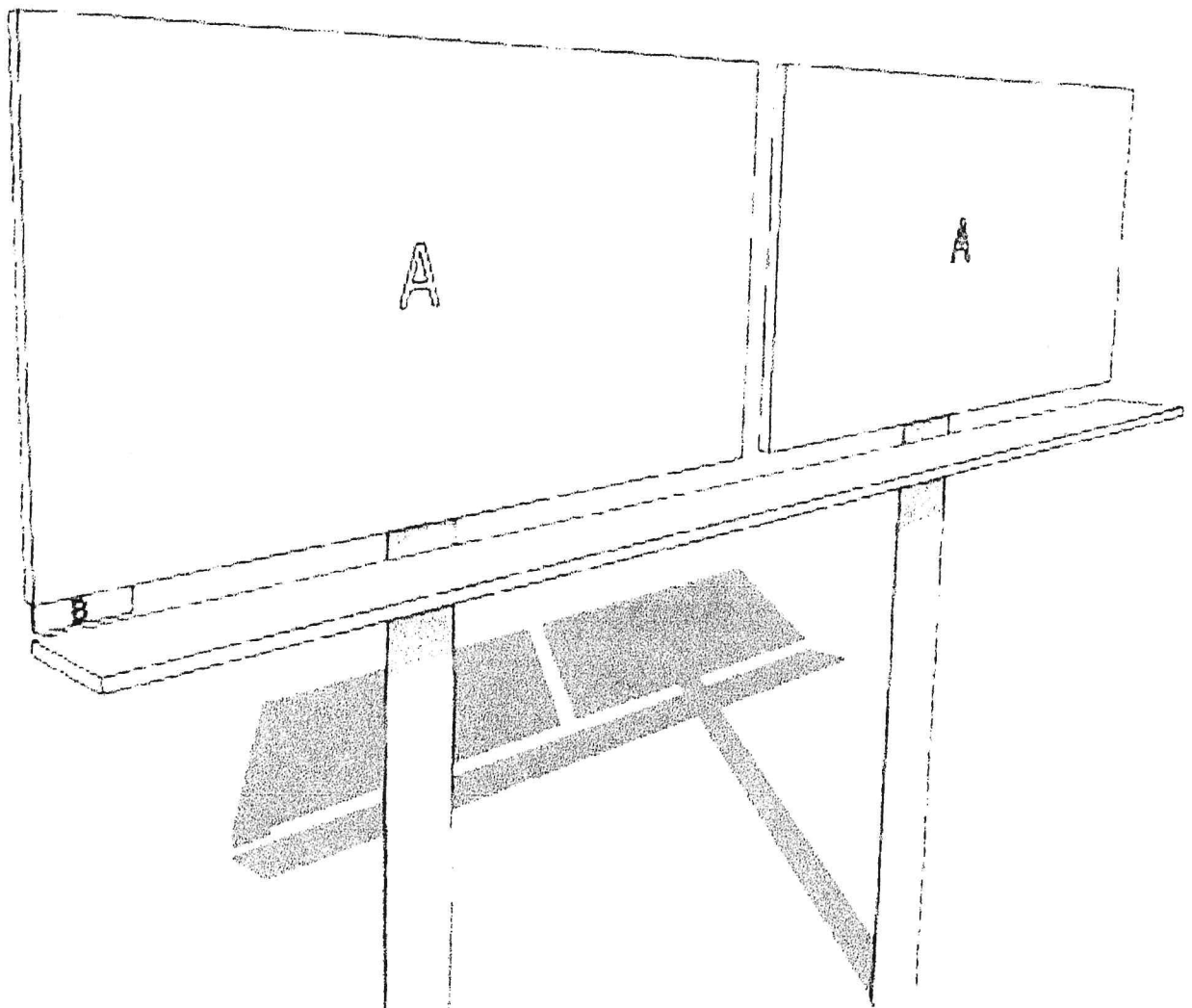


A = Sign Face
B = Sign Face
A + B = Area

Appendix C Area of Sign with Border



Appendix D Area of Sign



A = Sign Face
B = Sign Face
 $A + A + B = \text{Area}$

Town of Saratoga 1120 State Highway 73 South Wisconsin Rapids, WI 54494	NONCOMPLIANT SIGN EXTENSION APPLICATION	Permit No. _____ Expiration Date _____
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Applicant/Agent/Owner – Print	
Address, City,	
State, ZIP Code	
Phone No. () _____	Cell Phone No. () _____
E-Mail Address _____	
(B) Sign Location Legal Description	
_____ 1/4 of _____ 1/4 Sec _____ T21 R6E	Tax Parcel Number _____
Name of Road or Highway where sign is located _____	
Nearest intersection _____	

REQUIRED DOCUMENTATION	Zoning District
<input type="checkbox"/> Drawing showing all dimensions of the sign, include length, height, width, and supporting structure or base	
<input type="checkbox"/> Current lease agreement signed prior to April 1, 2013	
<input type="checkbox"/> Original cost of sign _____	
<input type="checkbox"/> Date of installation _____	
<input type="checkbox"/> DOT Permit (Oasis) number _____ or not applicable <input type="checkbox"/>	

UNLESS A SPECIFIC EXPIRATION DATE IS LISTED ON THIS PERMIT ALL EXTENSIONS SHALL EXPIRE THREE (3) YEARS AFTER DATE OF ISSUANCE.

I Certify that the information I have provided in this application, and its attachments, is true and accurate

Signed: _____ Date: _____
 Applicant/Agent/Owner

Permit Fee: \$25.00 Date Paid: _____ Receipt No. _____

Permit Approved: _____

Approved by: _____ Date _____

Title: _____



Ordinance 5-15-24A

Town of Saratoga

Ordinance to Amend the Sign Ordinance 06-18-2014

The Saratoga Town Board, County of Wood, do hereby ordain and amend the Sign Ordinance as follows:

Section 4. Permit Procedures and Requirements:

4.2 The applicant shall submit to the Town Board or its designee an application on an approved form from the town together with a drawing showing all the dimensions of the sign, including the length, height, and width of the sign and supporting structure or base, and its proposed location on the property where the sign will be erected.

4.5 Permit issuance or denial. The Town Board or its designee shall issue a permit for the erection, structural alteration, enlargement or relocation of a sign within the Town when the permit application is properly made, all appropriate fees have been paid and the sign complies with the appropriate laws and regulations. In the event that the designee is uncertain whether the application complies with appropriate laws and regulations, the designee may provide notice to the applicant and refer the application to the Town Board for its determination. If the sign permit is denied by the designee, written notice of the denial shall be given to the applicant, together with a brief explanation of the basis for the denial.

This amendment to the sign Ordinance shall be effective upon passage upon the Town Board of the Town of Saratoga and upon publication provided by law.

Dated this 15^m day of May, 2024.

Lorelei Fuehrer
Chairman

Karl Greeneway
Supervisor

Chase Brockman
Supervisor

Josh McDonald
Supervisor

Bryan Peterson