

TOWN OF SARATOGA ORDINANCE
Town Ordinance No. 02-19-2025
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 5-15-24 as Town Ordinance 6-15-24
Amendments Approved by Town Board 2-19-2025 as Town Ordinance 2-19-2025

**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.

- 46 1.4.6 Preventing visual blight and clutter, which detracts from the natural
47 character of the Town.
48 1.4.7 Minimizing possible adverse effects of unregulated signs on nearby public
49 and private property.
50 1.4.8 Establishing a permitting system that allows the Town to control the size,
51 type and location of signs, and require maintenance of signs, all in a
52 manner that reflects community standards and general welfare.
53 1.4.9 Providing for enforcement of sign regulations to ensure ongoing
54 compliance and protection of health, safety, welfare and convenience of
55 the public in a manner that is fair and consistent.

56 1.5 **Applicability: In General:** All signs hereafter located, erected, moved within or into
57 the Town, constructed, enlarged, or structurally modified shall be in conformity with
58 the provisions of this ordinance. Signs adjacent to state highways shall comply with
59 provisions of Wis. Stat. § 84.30 and Wis. Admin. Code Trans 201 and the provisions of
60 this ordinance, wherever applicable. Where either State sign regulations or this
61 ordinance are more or less restrictive, the more restrictive regulations shall apply.

62 1.6 **Applicability to Existing Signs: Delayed Effective Date:** In addition to the Town's
63 findings that the regulation of signs is a matter of health, safety, welfare, and
64 convenience of the public, the Town also recognizes that the private costs and burdens
65 associated with compliance uniquely impact existing signs. Therefore, in the spirit of
66 fairness and economic realities, this ordinance shall not apply immediately to signs
67 that exist in the Town on April 1, 2013 (referred to as "existing signs" in this section).
68 Solely as to such existing signs, this ordinance shall have a delayed effective date of
69 June 1, 2015. With this sole exception, the ordinance shall be effective upon adoption
70 and publication as required by law.

71 2. DEFINITIONS AND REQUIREMENTS

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

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.

- 2.3 **Animated sign:** Any sign which uses movement, reflection or changing of light to depict action or to create a special effect or scene (compare to “flashing sign”).
- 2.4 **Area of Sign:** Sign area consists of the entire surface area of the sign excluding the supports and other structural members. (See Appendix A, B, C and D.)
- 2.5 **Awning:** Canvas, cloth or other structure supported above windows or door openings.
- 2.6 **Banner Sign:** A sign made of fabric or any non-rigid material with no enclosing framework.
- 2.7 **Building Fascia:** That portion of a building which is parallel or nearly parallel to the abutting roadway.
- 2.8 **Business Sign:** A sign which directs attention to a business, profession, commodity, service or entertainment that is sold or offered upon the premises where such sign is located.
- 2.9 **Canopy Sign:** Any sign that is part of or attached to an awning, canopy or other fabric, plastic or structural protective cover over a door, window, entrance or outdoor service area.
- 2.10 **Changeable Message Sign:** A sign such as a manual, electronic or electric controlled time and temperature sign, message center or reader board, whether electronic, electric or manual, on which copy changes.
- 2.11 **Construction Sign:** A temporary sign identifying an architect, contractor, subcontractor and/or material supplier participating in construction on the property on which the sign is located.
- 2.12 **Copy:** letters, words, symbols or images of any kind on a sign surface in either permanent or removable letters.
- 2.13 **Deteriorated or Dilapidated Sign:** Any sign which is in such a state of deterioration or disrepair so as to make it a nuisance or hazardous to the health, safety and welfare of the public.
- 2.14 **Directional Sign:** An on-premise sign giving directions, instructions or facility information and which may contain the name or logo of an establishment but no advertising copy. Examples include parking or egress signs.
- 2.15 **Double-faced Sign:** A sign with copy on two parallel faces that are back to back, facing in opposite directions.
- 2.16 **Electric Sign:** Any sign which uses or is intended to use electrical energy.
- 2.17 **Face of Sign:** The area of a sign on which copy could be placed.
- 2.18 **Flag:** Any fabric, banner or bunting containing distinctive colors, patterns or symbols used as a symbol of a business, corporation, government, political subdivision or other entity.
- 2.19 **Flashing Sign:** Any sign which contains an intermittent or flashing light source, or has the illusion of intermittent or flashing light by means of animation, or has an externally-mounted intermittent light source.
- 2.20 **Freestanding Sign:** Any sign supported by structures or supports that are placed on or anchored in the ground and are independent from any building or other structure.

- 2.21 **Government Sign:** Any temporary or permanent sign erected and maintained by the Town, county, state or federal government.
- 2.22 **Grade:** The elevation or level, measured at the natural grade as it exists at or below the sign. (See Appendix A.)
- 2.23 **Ground Sign:** A sign erected on one or more freestanding supports or uprights and not attached to any building, or a freestanding sign that is less than six feet in height.
- 2.24 **Height of Sign:** The vertical distance measured from the grade where the sign is located to the highest point of such sign. (See Appendix A.)
- 2.25 **Identification Sign:** A sign whose copy is limited to the name and address of a building, institution or person and/or to the activity or occupation being identified.
- 2.26 **Illuminated Sign:** A sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign.
- 2.27 **Incidental Sign:** An on-premise sign, emblem, or decal informing the public of goods, facilities or services available, or providing directions or directing pedestrian or traffic control.
- 2.28 **Maintenance:** Maintenance means the cleaning, painting, repair or replacement of a defective part of a sign in a manner that does not alter the basic copy, design or structure of the sign.
- 2.29 **Nameplate:** An on-premise sign displaying only the name and/or address of an occupant.
- 2.30 **Off-Premise Sign:** A sign which advertises goods, products, facilities or services not on the premises where the sign is located, or directs persons to a different location from where the sign is located.
- 2.31 **On-Premise Sign:** Any sign indentifying or advertising a business, person, activity, goods, products or services located on a premise where the sign is installed.
- 2.32 **Permanent Sign:** A sign or advertising display which is permanently attached to the ground by support posts, has a fixed base, or is attached to a building, and/or which is not designed or capable of being moved intact. Not a portable sign or temporary sign (see definitions below). If a sign display area is permanent but the message displayed is subject to periodic changes, that sign may qualify as a permanent sign.
- 2.33 **Political Sign:** A sign containing a political message, as defined in Wis. Stat. § 12.04. (This ordinance does not regulate political signs, but rather defers to State election law. See Wis. Stat. § 12.04.)
- 2.34 **Portable Sign:** Any sign not permanently attached to the ground by support posts, a fixed base, or attached to a building, and/or which is designed or capable of being moved intact. For example, a sign designed to be moved intact on its own trailer or carriage is a "portable sign."
- 2.35 **Projecting Sign:** A sign, which is usually double-faced, and is attached to and projects from a structure or building. The area of a projecting sign is calculated on one face only.
- 2.36 **Roof Sign:** A sign erected upon, against or above a roof.

- 2.37 **Rotating Sign:** A sign in which the sign itself or any portion of the sign moves in a revolving or similar manner; such motion does not refer to methods of changing copy.
- 2.38 **Sandwich Sign:** A hinged or unhinged A-frame portable sign which is generally temporary in nature and placed near the roadway. Sandwich signs are regulated as temporary signs.
- 2.39 **Sign:** Any object, device, display or structure, or part thereof, situated outdoors which is used to advertise, identify, display, direct or attract attention to any object, person, institution, organization, business, product, service, event or location, by any means, including words, letters, figures, designs, icons, symbols, fixtures, colors, illumination or projected images. Signs DO NOT include the flag or emblem of any nations, organizations of nations, state, city, religious, fraternal, or civic organization; also merchandise and pictures or models of products, or services incorporated in window displays, or works of art not identifying a product.
- 2.40 **Sign Structure:** Any device or material which supports, has supported, or is capable of supporting a sign in a stationary position, including decorative covers.
- 2.41 **String Sign:** Any sign in which lights, ribbons, pennants or other similar small, attention-drawing devices are attached to a rope, string, wire, pole or similar support. In appropriate circumstances, string signs may be regulated as temporary signs.
- 2.42 **Subdivision Identification Sign:** A permanent sign identifying a recognized subdivision, condominium complex or residential development.
- 2.43 **Subdivision Marketing Sign:** Subdivision signs which are temporary in nature (advertising lots for sale) may be displayed for a period not to exceed two years. Annual extensions may be granted for the temporary subdivision signs upon approval of the Town.
- 2.44 **Substantial Change:** "Substantial change" to a sign is defined to mean any of the following: increasing the number of vertical supports; changing the physical location; increasing the square footage or area of the sign face, except by adding a temporary extension meeting conditions deemed acceptable by the Plan Commission; adding changeable message capability or adding lighting to a previously unlit sign. As used in this ordinance, a sign is "substantially the same" if no "substantial change" to the sign has been made.
- 2.45 **Swinging Sign:** A sign installed on an arm, mast, spar or frame in a manner that allow movement of the sign. For the purpose of this ordinance, flags are not considered swinging signs.
- 2.46 **Temporary Sign:** A sign or advertising display which is used only temporarily and is not permanently mounted on any support. Temporary signs are typically used to draw attention to a particular event. For example, rummage/garage sale signs and retailers' signs temporarily displayed for the purpose of informing the public of a special event, grand opening, sale or special offer are considered temporary signs. Similarly, the volunteer fire department might display a temporary sign to draw attention to the annual festival. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered temporary.

- 213 2.47 **Vision Obstruction:** No sign shall be placed which would prevent a full view of both
214 pedestrian and vehicular traffic. Sign placement shall not create a vision obstruction
215 adjacent to road intersections, right-of-way, alleys, trails and/or adjacent access points
216 (public and private driveways).
- 217 2.48 **Wall Sign:** A sign attached to the wall of a building with the face in a parallel plane to
218 the plane of the building wall. Wall signs shall not extend beyond the edge of any wall
219 or other surface to which they are mounted, nor shall they project more than 18 inches
220 from its surface. The top of the sign shall be no higher than the nearest portion of the
221 building to which it is mounted.
- 222 2.49 **Window Sign:** A sign installed on a window for purposes of viewing from the outside.
223

3. GENERAL REQUIREMENTS FOR SIGNS

- 3.1 **Location:** No signs or flags, shall be located on or overhang any right-of-way or private property lines, except for official traffic control, parking or directional signs.
- 3.2 **Visual Obstructions:** No signs or flags shall create any vision obstructions of a public right-of-way, alley, trail, adjacent drive or private drive entering onto any public or private thoroughfare; and no sign in excess of 2-1/2 feet above grade or support poles larger than 12 inches in diameter or width may be installed in the areas identified in this paragraph.
- 3.3 **Illumination:** Unless otherwise specified by this ordinance, all signs may be illuminated. Underground wiring is required on all signs connected to a remote electric source. Exterior lighting fixtures shall be oriented and shielded so the lighting element is not visible from traffic, and shall not shine into any residence. The use of solar powered lighting is encouraged.
- 3.4 **Changeable Copy:** Unless otherwise specified by this section, any sign permitted under this ordinance may use manual or automatic changeable copy.
- 3.5 **Maintenance:** Every sign for which permits are required, shall be maintained in a safe structural condition. Maintenance shall include cleaning, painting, replacement of any loose material or defective or damaged parts and maintenance of the structural integrity of the sign and sign structure.
- 3.6 **Prohibited Signs:** The following signs are prohibited:
- 3.6.1 Any sign animated by means of flashing , blinking or rotating lights, as part of the sign or attached thereto, or signs with physically moving components visible from the public right-of-way. Electronic message signs are not prohibited.
 - 3.6.2 Signs which are an imitation of, or resemble in shape, size, copy or color an official traffic sign or signal, or emergency light or signal.
 - 3.6.3 Roof signs and roof mounted signs.
 - 3.6.4 Signs attached to utility poles, or trees or painted on rocks.
 - 3.6.5 Advertising Vehicles. (See Definitions section of this ordinance.)
- 3.7 **Creative Sign Designs:** Creative sign designs for an "on premise" sign which do not conform to the Towns' sign ordinance criteria, shall be submitted to the Town of Saratoga Plan Commission for consideration and potential approval by the Town Board. (Amended 2-19-2025)
- 3.8 **Time Limitations:** The following time limitations shall apply to signage in the Town:
- 3.8.1 Temporary signs shall not be displayed for more than fourteen (14) days prior to the event, and shall be removed within 48 hours after completion of the event.
 - 3.8.2 Portable signs shall have a thirty (30) day limit per display and shall be limited to one (1) display per ninety (90) day period. Portable signs shall be displayed no more than three (3) times per calendar year. Permits are required for portable signs.

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

- 3.9.1 Appendix A Area and Height of Sign
- 3.9.2 Appendix B Area of Sign
- 3.9.3 Appendix C Area of Sign with Border
- 3.9.4 Appendix D Area of Sign

4. PERMIT PROCEDURES AND REQUIREMENTS

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

4.2 The applicant shall submit to the Town Board or it's 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.

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

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

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. (Amended 5-15-2024)

4.6 Appeal from permit denial.

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

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

² *See*, for example, Sections 5.1 and 5.2.

- 303 4.6.3 If the appeal from a permit denial involves a sign existing in the Town as of
304 April 1, 2013, the Town Board shall not only consider whether the sign
305 complies with appropriate laws and regulations, but shall also expressly
306 consider the Findings and Intent set forth in Section 1.4 and may consider
307 economic factors and relevant contractual obligations. For example, if a
308 sign is less than 10 years old, has not been fully depreciated and was
309 expensive to purchase and install, that would be a relevant economic
310 factor for consideration. Relevant factors will be identified and considered
311 on a case-by-case base.
312

5. SIGNS EXEMPT FROM ORDINANCE, SIGNS EXEMPT FROM PERMITS, AND SIGNS REQUIRING PERMITS

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

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

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

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

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

5.4 **Permanent Signs In Existence April 1, 2013 That Are Noncompliant On June 1, 2015.** This Section 5.4 applies exclusively to permanent signs that were in existence on April 1, 2013, and to which there have been no substantial changes between April 1, 2013 and June 1, 2015, and which fall outside the requirements for signs set forth in 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.

- 336 5.4.1 Application for Extension. Owners of Eligible April 2013 Signs may apply
337 for an extension ("Extension") prior to being required to meet the
338 requirements of this Ordinance. Unless a specific time is listed on the
339 Noncompliant Sign Extension Permit, all extensions shall expire within
340 three (3) years of issuance. The application for an Extension shall be made
341 in accordance with Section 4.2 and fees paid as provided in Section 4.4.
342 The application shall include a drawing showing all dimensions of the sign,
343 including the length, height, and width of the sign and supporting
344 structure or base. In addition, the applicant shall provide evidence
345 sufficient to determine that the sign is an Eligible April 2013 Sign, such as
346 a lease agreement executed prior to April 1, 2013, information confirming
347 the cost of the sign and verification of the date of installation.
- 348 5.4.2 Referral to Plan Commission. At such time as the building inspector
349 determines that the application is complete, the building inspector shall
350 refer the application to the Plan Commission. The Extension may be
351 issued by the Plan Commission following consideration of the factors set
352 forth in Section 4.6.3 and Section 1.4.
- 353 5.4.3 Appeal to Town Board. If the Plan Commission denies the Extension or
354 defers action for more than 45 days after receipt of the application, the
355 applicant may appeal to the Town Board pursuant to the process for
356 appeal of a permit denial as set forth in Sections 4.6.1 and 4.6.3. The Town
357 Board's action shall be deemed the final action by the Town.
358

359 **6. ABANDONED OR DILAPIDATED SIGNS**

- 360 6.1 **Abandoned Signs:** All abandoned signs shall be removed within six (6) months by the
361 owner or lessee of the premises upon which the abandoned sign is located or within
362 30 days of a written notice of removal from the Town Board. Upon failure to comply
363 with this notice, the Town may cause the abandoned sign to be removed, the expense
364 of which shall be charged to the tax roll of the property on which the abandoned sign
365 was located.
- 366 6.2 **Dilapidated or Deteriorated Signs:** The Town Board or its designee shall cause the
367 removal of any dilapidated or deteriorated signs under the provisions of Wis. Stat.
368 § 66.0413.

369 **7. INDEMNIFICATION AND INSURANCE**

- 370 7.1 **Indemnification:** All persons involved in the installation, maintenance, alteration or
371 relocation of any sign shall agree to hold harmless and indemnify the Town of Saratoga
372 and its officers, agents and employees against any and all claims of negligence
373 resulting from such work insofar as this ordinance has not specifically directed the
374 placement of a sign.
- 375 7.2 **Insurance:** Any sign contractor, before performing any work in the Town of Saratoga,
376 shall maintain vehicle, workers compensation, liability and any other required
377 insurance and shall file with the Town a satisfactory certificate of insurance
378 indemnifying the Town against any form of liability with a minimum of \$1,000,000 per
379 occurrence and aggregate with regard to bodily injury and property damage.

380 **8. GENERAL PROVISIONS**

- 381 8.1 **Compliance Required:** The use, size, height and location of signs hereafter erected,
382 converted, enlarged or structurally altered shall be in compliance with the regulations
383 established by this ordinance.⁴
- 384 8.2 **Minimum Requirements:** This Ordinance has been adopted to promote the health,
385 safety, aesthetics, comfort, prosperity and general welfare of the residents of the Town
386 of Saratoga. The Town hereby finds the provisions of the Ordinance to be the
387 minimum requirements to advance these public purposes.
- 388 8.3 **Abrogation:** This Ordinance shall not repeal, abrogate, annul, impair or interfere with
389 existing easements, covenants or agreements between parties or with any rules,
390 regulations, or permits previously adopted or issued pursuant to laws; provided,
391 however, that after adoption by the Town Board where this ordinance imposes a
392 greater restriction upon the use, height, or location of a sign required by other rules,
393 regulations or permits or by easements, covenants or agreements, the provisions of
394 this ordinance shall apply.
- 395 8.4 **Severability:** If any clause, provision or portion of this ordinance is declared
396 unconstitutional or invalid, unlawful, or unenforceable by a final order of a court of
397 competent jurisdiction including all applicable appeals, the remainder of this
398 ordinance shall remain in full force and effect. If any application of this ordinance to a
399 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.

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

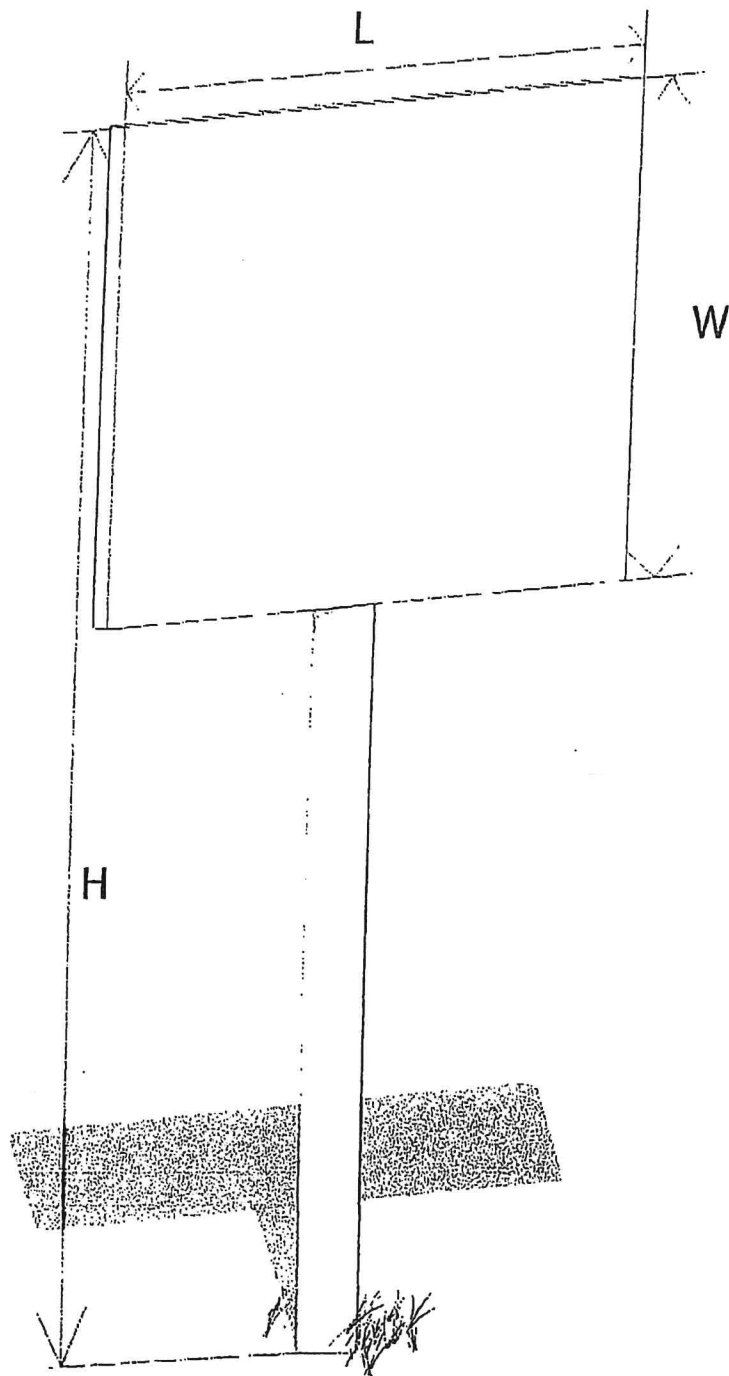
8.5 Violations and Penalties: Equitable Relief. In case of any violation of the ordinance, the Town Board, Town Building Inspector, the Plan Commission, or any property owner who would be specially damaged by such violation, may cause appropriate action or proceeding to be instituted to enjoin the violation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

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

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

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

Appendix A Area and Height of Sign



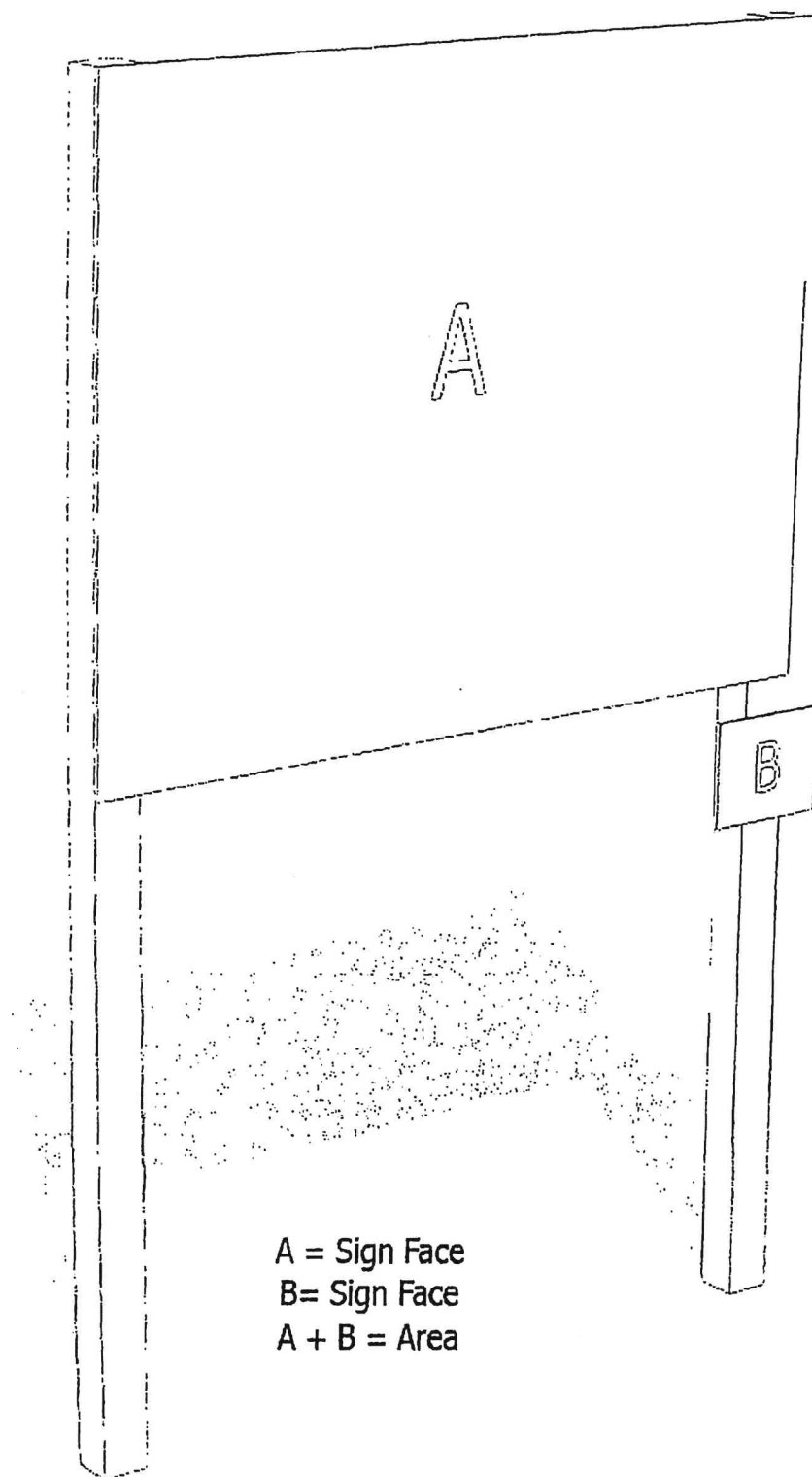
L = LENGTH OF SIGN

H = HEIGHT OF SIGN

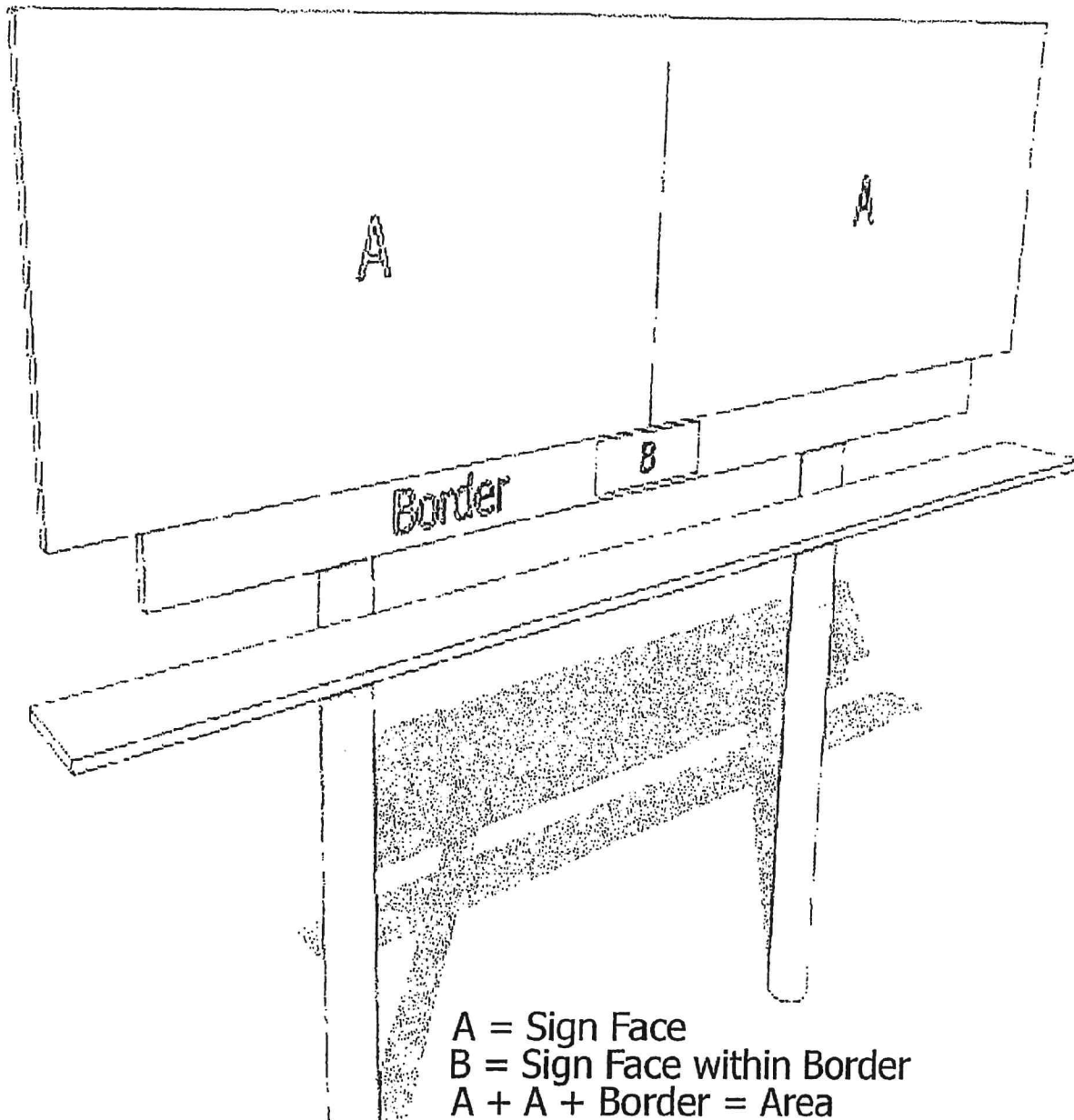
W = WIDTH OF SIGN

$L \times W$ = AREA OF SIGN

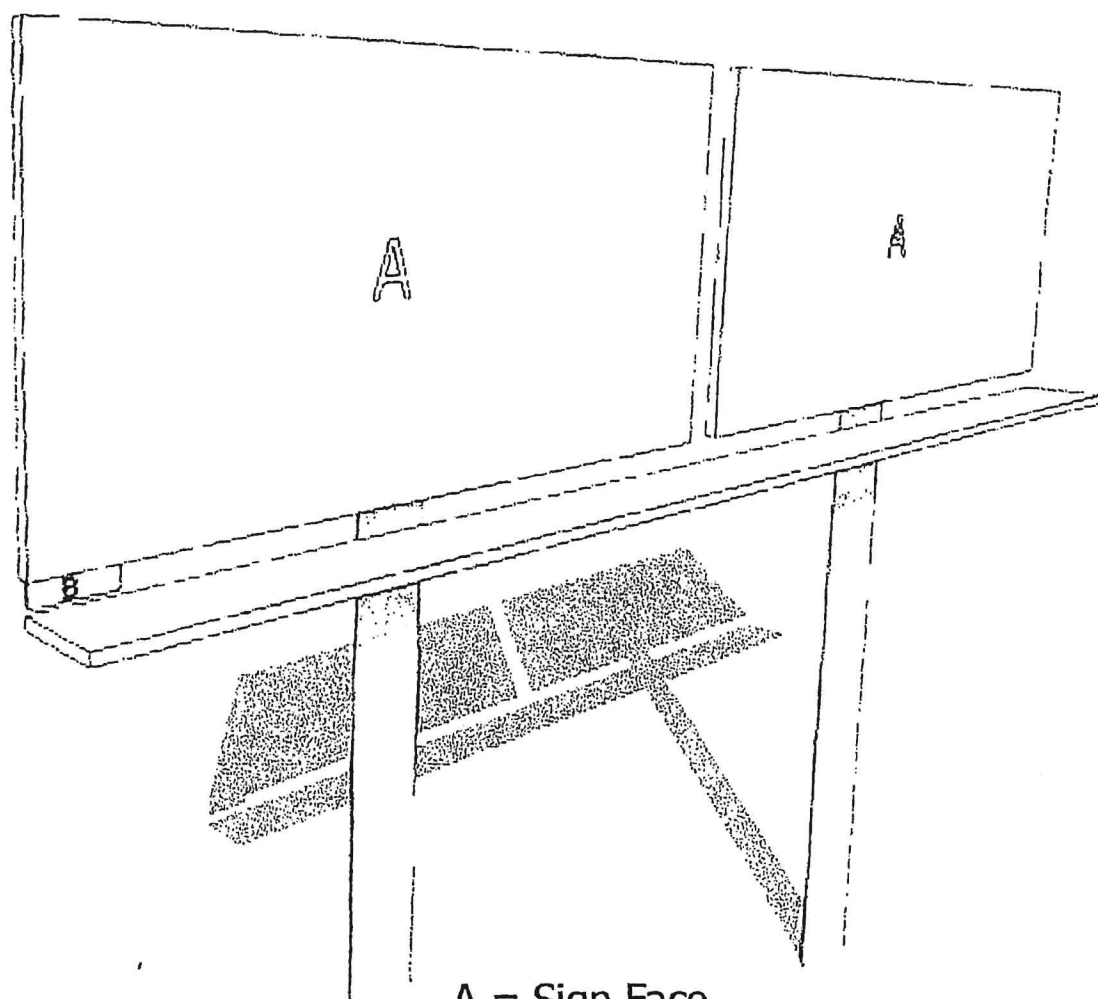
Appendix B Area of Sign



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
☐ Drawing showing all dimensions of the sign, include length, height, width, and supporting structure or base ☐ Current lease agreement signed prior to April 1, 2013 ☐ Original cost of sign _____ ☐ Date of installation _____ ☐ DOT Permit (Oasis) number _____ or not applicable ☐	

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 15th day of May, 2024.

Lorelei Fuehrer
Chairman

Karl Greenway
Supervisor

Chase Brockman
Supervisor

Josh McDonald
Supervisor

Bryan Peterson

potential



Town of Saratoga

Ordinance to Amend the Sign Ordinance 7-15-2024

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

Section 3. General Requirements for Signs:

3.7 Creative sign designs for on premise signs which do not conform to the Towns' sign ordinance criteria, may be presented to the Plan Commission for consideration and potential approval by the Town Board.

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

Dated this 19 day of February, 2025.

A handwritten signature in black ink, appearing to read "Lorelei Fuehrer", written over a horizontal line.

Lorelei Fuehrer-Chairman

A handwritten signature in black ink, appearing to read "Chase Brockman", written over a horizontal line.

Chase Brockman-Supervisor

A handwritten signature in black ink, appearing to read "Karl Greenway", written over a horizontal line.

Karl Greenway-Supervisor

A handwritten signature in black ink, appearing to read "Josh McDonald", written over a horizontal line.

Josh McDonald-Supervisor

A handwritten signature in black ink, appearing to read "Bryan Peterson", written over a horizontal line.

Bryan Peterson-Supervisor

