

# Signs...continued...



## Temporary On-Site Construction Signs:

- Only one construction sign per construction project.
- Signs shall not exceed 24 sq. ft. in sign face area.
- No sign shall be erected before construction starts.
- All signs shall be removed within one week after completion of construction and prior to occupancy.
- Freestanding signs shall be located at least 15 feet from any public right-of-way.
- Signs shall not be illuminated.



## Temporary New Development Signs:

- Shall not exceed 32 sq. ft. in sign face area.
- Shall be located on-site of the new development.
- The permit shall expire after 2 years.
- Signs shall not be illuminated.



## On-premises Residential Neighborhood Signs:

- Shall be only freestanding and limited to identifying the name of the neighborhood area.
- Cannot exceed 32 sq. ft. in sign face area and placed only at the entrance to the neighborhood area.

## Off-premises Advertising Signs:

- No more than 2 signs shall be permitted for each business establishment, commodity, or product.
- Signs shall be located no closer than 50 feet to any other advertising sign and 5 feet from all side lot lines.
- Only allowed in the Commercial, Light Industrial, and Industrial districts unless sign exempted in ordinance.
- Signs must be approved by Wisconsin DOT if located along a State Highway.



## On-premises Advertising Signs:

- A maximum of 3 freestanding or projecting signs per business.
- Signs shall be located no closer than 50 feet to any other advertising sign and 5 feet from all side lot lines.



## Directional Signs:

- Signs may be in addition to off-premises advertising signs and only permitted where a change in travel direction is required.
- No more than 4 such signs shall be permitted for each use and shall only contain information identifying the name of the establishment, distance, and directional arrow.
- Shall only be permitted in proximity of road intersections and shall not exceed 3 sq. ft. sign face area.

## Opinion Signs:

- One opinion, not to exceed 18 sq. ft. in sign face area, shall be allowed per lot.

## Nonconforming Signs:

- May continue, but structural alterations or repairs are prohibited, unless brought into conformity to regulations.
- Nonconforming on-premise signs located in commercial or industrial districts may be repaired or replaced, but repair or replacement shall not result in an increase in surface area square footage.



## Pierce County, Wisconsin

Department of Land Management & Records  
Pierce County Courthouse  
PO Box 647, 414 W Main St  
Ellsworth, WI 54011

Phone: 715-273-6746 or 715-273-6747

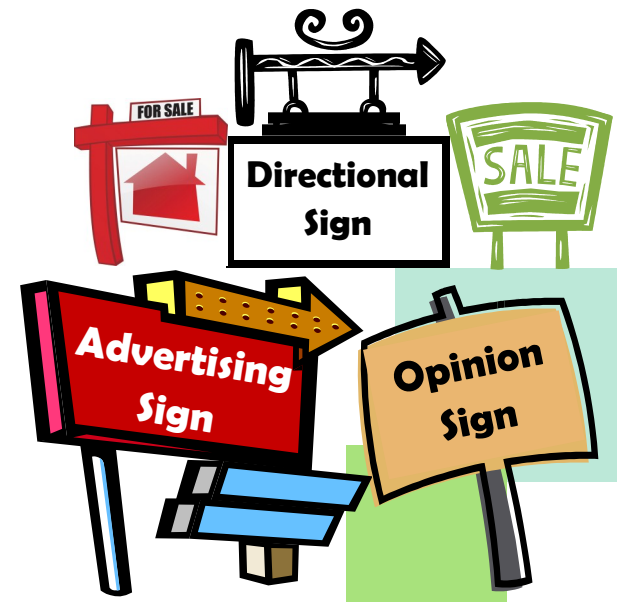
Fax: 715-273-6864

Website: [www.co.pierce.wi.us](http://www.co.pierce.wi.us)



# SIGNS

Pierce County, Wisconsin



*Department of Land  
Management & Records*

**Planning Office 715-273-6746  
Zoning Office 715-273-6747**



# Signs

This brochure explains general requirements for permitting signs, so please contact our office for more detailed information. Signs are regulated by Pierce County Zoning Code §240-29, §240-58 to §240-64, and §240-74. The purpose is to ensure the visual resources of Pierce County are protected and that traffic safety is enhanced by requirements for size, number, placement, and lighting of signs.

## Which signs are exempted from zoning requirements?

- Memorial signs and tablets displayed on public property or in cemeteries.
- Official traffic and parking signs, and informational, legal or directional notices erected by federal, state, or local units of government.
- Guidance signs authorized by the WI DOT.
- Official government entity flags.
- Outdoor murals or other outdoor artwork determined by the Zoning Administrator not to be signs.
- Temporary incidental signs not > 9 sq. ft. in sign face area that advertise items, such as personal belongings or produce for sale, provided the signs are displayed no more than 6 months in any calendar year.

## General Sign Requirements:

- No sign shall exceed 35 feet in height per §240-29.
- No undulating, swinging, rotating, or otherwise moving sign shall be permitted.
- No flashing, fluttering, or animated signs shall be permitted except time or temperature messages.
- No sign shall obstruct visibility of traffic, project over, or located within public right-of-way. No sign shall resemble or imitate traffic signs or signals.
- Signs may not restrict access to and from buildings.

- Spotlights illuminating signs shall be shielded so light cannot be seen from adjoining roads or properties.
- No sign may be placed on or over any building's roof.
- No sign shall be painted or mounted on rocks or other natural features, except for nameplates and/or addresses. "No Hunting, No Trespassing No Dumping" and signs of a similar nature may be affixed to trees.
- No sign shall contain obscene or derogatory language, symbols, or pictures.

## Signs and Land Use Permits:

Directional signs, on-premise advertising signs, residential neighborhood signs, temporary new development signs, and all off-premise signs need a land use permit to ensure they comply with the Zoning Ordinance. Changing or altering the sign face area requires a new permit.



## Wall Signs:

- Wall signs shall not exceed 15% of the area of the side of the building to which it is attached.
- Wall signs can be up to 20% of the area of the side of the building if such sign is greater than 250 feet from the road right-of-way subject to scenic easements.
- Wall signs cannot extend more than 6 inches from the building's wall surface nor beyond the end of the wall.



## Window Signs:

Sign face area cannot exceed 20% of the glass area of the window.

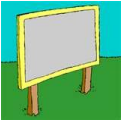
## Projecting Signs:

- Sign face area size shall not exceed 24 sq. ft.
- The sign shall not extend more than 5 ft from the wall to which it is attached.
- The bottom of such sign shall be at least 7 ft above the grade directly below the sign.
- Top of sign shall not extend above the building's roof.



## Freestanding signs:

- Directional signs shall not exceed 3 sq. ft. in sign face area.
- Nameplates, address signs, temporary on-premise real estate signs, shall not be > 4 sq. ft. in sign face area.
- On-premise signs in commercial and industrial zoning districts shall not be > 32 sq. ft. in sign face area.
- On-premise signs, not listed above, shall not exceed 24 sq. ft. in sign face area, unless a conditional use permit is issued per §240-76 and shall not exceed 32 sq. ft. in sign face area.
- Signs shall be located at least 5 ft from all side lot lines.
- Both sides of the sign can be used provided combined surface area of all display faces as viewed simultaneously does not exceed regulated size limits.



## Election Campaign Signs:

- Signs on residential property shall not be erected or displayed prior to election campaign period as defined in Wis. Stats. §12.04.
- Signs shall not be placed on public property, shall not exceed 24 sq. ft. in sign face area, shall not be erected or displayed earlier than 60 days prior to the election which they pertain, shall be removed within 7 days after the election, and shall not be illuminated.



## Temporary Real Estate Signs:

Advertising the sale, rent, or lease of property shall:

- be located at least 15 ft from a lot line.
- not be illuminated.
- be removed within 10 days of the sale, rent, or lease of the property.
- be limited to one along each road that abuts the property.

