

# Certificate of Approval

Sign # \_\_\_\_\_

## TOWN OF MINOCQUA DESIGN REVIEW - SIGNS

(See attached criteria sheets)

**1** Parcel Identification Number: MI- \_\_\_\_\_

**2** Owner: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

Agent: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

**3** Site Of Sign: \_\_\_\_\_

**4**  On-Premise Sign:  Free Standing  
 On Building  
Wall Size: \_\_\_\_\_

Off-Premise Sign:  Free Standing  
 On Building  
Wall Size: \_\_\_\_\_

**5** Sign Dimensions: \_\_\_\_\_ X \_\_\_\_\_ feet = \_\_\_\_\_ sq ft | Overall Sign Height: \_\_\_\_\_

**6** Background Color(s): \_\_\_\_\_ Lettering Color(s): \_\_\_\_\_

**7** Type Of Lighting: \_\_\_\_\_ Hours Illuminated: \_\_\_\_\_

**8** Sign Contractor: \_\_\_\_\_ Phone: \_\_\_\_\_

**9**  Attach Drawing Or Photo Of Proposed Sign Noting Colors, Dimensions, Wording And Materials Used

**10**  For Free-Standing Signs, Attach Copy Of Landscape Plan

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*(BOTTOM PORTION FOR TOWN USE ONLY)*

Reviewed By Planning Commission On: \_\_\_\_\_ MONTH \_\_\_\_\_ DAY, 20\_\_\_\_ YEAR

Conditions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

APPROVED     DENIED

\_\_\_\_\_  
For Minocqua Planning Commission

**From the GENERAL CODE OF ORDINANCES, Town of Minocqua, Wisconsin**

**Sec. 11-145. Signs.**

Sign design review is limited to the aesthetic and appropriateness of sign appearance and is separate from other applicable sign regulations contained in zoning ordinances or other related codes.

- (1) Wall signs shall be part of the architectural concept. Size, color, lettering, location, and arrangement shall be harmonious with the building design, and shall be compatible with signs on adjoining buildings. Signs shall have good proportions.
- (2) Ground signs shall be designed to be compatible with the architecture of the building. The same criteria applicable to wall signs shall apply to ground signs.
- (3) Commonly identifiable logo or prototype signs such as "McDonald's golden arch" shall conform to the criteria for building and ground signs.
- (4) Materials used in signs shall have good architectural character and be harmonious with building design and surrounding landscape.
- (5) Every sign shall have a design scale commensurate with its visual relationship to buildings and their surroundings; for example, an acceptable standard is that the maximum size of a wall sign should not exceed ten percent of the wall size. A similar standard could be applied to a freestanding sign it should not exceed five percent of the lot width.
- (6) Colors shall be used harmoniously and with restraint. Excessive brightness and brilliant colors shall be avoided. Lighting shall be harmonious with the design. If external spot or floor lighting is used, it shall be arranged so that the light source is shielded from view.
- (7) The provisions of the zoning ordinance in regard to general standards for signs shall be part of the criteria of this section.
- (8) Except as provided in subsections a. and b., the following types of signs are prohibited for all commercial/business establishments in the town: pennants of any material, string tape and streamers.
  - a. Pennants, string tape, wind flags, and streamers which are required for safety purposes are permitted.
  - b. Temporary promotional signs such as string tape, pennants of any material, waving flags, antenna sleeves may be displayed for no more than ten days for specific events sponsored by local governments or not for profit entities such as churches, chambers of commerce, or service organizations, provided written permission is issued in advance by the town chairperson and which addresses prompt removal following the event are permitted.
- (9) Permitted banners. Subject to the provisions of subsection (10), the following types of outdoor banners are permitted:
  - a. Community event banners. Commercial/business establishments may display banners for up to ten days promoting special events sponsored by local governments or not-for-profit entities such as churches, chambers of commerce, or service organizations provided that the principal message on the banner is promotion of the event itself.

- b. Business-specific event banners. Commercial/business establishments may display banners promoting significant business-specific events such as grand openings, closings, or special sales/events. An individual business may be permitted to display banners for two such events per calendar year not to exceed ten days per event. Said banners shall only be permitted on the business property where the event is taking place or on the parcel where an off-premise sign for the business is permitted.
  - c. Banners that are required for safety purposes.
- (10) Banner criteria. Banners permitted under subsection (9) shall meet the following criteria:
- a. Banners shall be kept in good repair.
  - b. Banners shall not exceed 36 square feet in size.
  - c. If lit by exterior lighting, lighting shall be set to go off no later than 10:00 p.m.
  - d. All banners allowed under subsections (9)b. or (9)c. must be approved by the town chairperson in advance of display. The entity wishing to display a banner shall submit written request for the banner to the town chairperson in advance of the requested display dates. Such request shall include proposed dates of display, size of banner, and description of message content. Town chairperson shall approve banners that meet criteria of this section in a timely manner.
- (11) The following types of signs are prohibited from all properties issued a home occupation permit from the county: off-premises signs, signs larger than 16 square feet and signs greater than six feet in height.
- (12) This section is adopted in order to allow the town to design policy regulating the aesthetic and appropriateness of sign appearance but in order to provide for comprehensive ordinance regulation, it must apply to all signs that do not fall within the express exceptions listed subsection (8) of this section.
- (13) The town chairperson or town board shall have the authority to enforce this section. Violation of this section shall be subject to a forfeiture of not less than \$100.00 nor more than \$500.00 per day for each day that the violation exists.

(Code 1997, § 15.07(17)(e); Ord. of 11-19-1998, § 15.07(5)(i)(6); Ord. of 3-16-1999, § 15.07(5)(i)(2); Ord. of 7-7-1999, § 15.07(17)(H); Ord. of 11-17-09)

**Sec. 11-146. Miscellaneous structures and street hardware.**

- (a) Miscellaneous structures include any structure, other than buildings, visible from any public way. Street hardware includes all objects not commonly referred to as structures and located in streets, public ways and outside of buildings.
- (b) Miscellaneous structures and street hardware located on private property shall be designed to be part of the architectural concept of design and landscape. Materials shall be compatible with buildings, scale shall be good, colors shall be in harmony with buildings and surroundings, and proportions shall be attractive.
- (c) Miscellaneous structures and street hardware located in public ways and other public property shall be harmonious with the design of adjacent buildings, other structures and town landscape.
- (d) Lighting in connection with miscellaneous structures and street hardware shall meet the criteria

applicable to site, landscape, buildings, and signs.  
(Code 1997, § 15.07(17)(f))

**Sec. 11-147. Maintenance.**

(a) *Site appearance.*

- (1) Landscape materials, other than plantings, which have deteriorated or have been damaged or defaced, shall be properly repaired or replaced.
- (2) Plant materials which have deteriorated or died shall be replaced with healthy plantings, or the area shall be redesigned with other treatment to provide an attractive appearance.
- (3) Plantings shall be kept watered, fed, cultivated, and pruned as required to give a healthy and well groomed appearance during all seasons.
- (4) Parking areas shall be kept in good repair, properly marked, and clear of litter and debris.
- (5) Vacant property shall be kept free of refuse and debris, and shall have the vegetation cut periodically during the growing season.

(b) *Buildings and appurtenances.*

- (1) Buildings and appurtenances, including signs, should be cleaned, painted, or repaired as required to present a neat appearance.
- (2) Deteriorated, worn, or damaged portions should be rebuilt or replaced.
- (3) Building and sign illuminating elements should be replaced as required to maintain the effect for which designed.
- (4) Signs advertising a business no longer in business shall be removed within 30 days of business closure.

(c) *Public property.*

- (1) Parkway planting areas should be maintained by the adjacent property owner or tenant in order to add to the aesthetic enhancement of the private property and the overall attractiveness of the streetscape.
- (2) Sidewalks, curbs and gutters, roadside berms, and other public improvements in the public right-of-way shall be repaired and maintained as necessary.
- (3) Refuse containers of an aesthetically satisfactory design and color should be placed in locations which will encourage their use, avoiding litter of waste materials.
- (4) Street hardware shall be erected and secured properly, and shall be cleaned or painted regularly to present an orderly appearance. Signs shall be treated similarly.

(Code 1997, § 15.07(17)(g))