

**City of Portage  
Historic Preservation Commission  
Wednesday, October 7, 2015, 6:00 p.m.  
Municipal Building, 115 West Pleasant Street  
Conference Room One  
Agenda**

Members: Doug Klapper, Chairperson; Marlena Cavanaugh, Kristin Droste, Erin Foley, Gayle Mack, Stephanie Miller-Lamb

1. Roll call
2. Approval of previous meeting minutes
3. Discussion and possible action on claims
4. Discussion and possible action on Heritage Signage
5. Discussion and possible action on new Commission members
6. Discussion and possible action on proposed Sign Ordinance
7. Discussion and possible action on National Historic Preservation Month (May) Activities
8. Adjournment

**City of Portage  
Historic Preservation Commission  
Wednesday, August 5, 2015, 6:00 p.m.  
Municipal Building, 115 West Pleasant Street  
Conference Room One  
Minutes**

**Members Present:** Doug Klapper, Chairperson; Kristin Droste, Erin Foley, Gayle Mack, Stephanie Miller-Lamb  
**Guests Present:** Bill Welsh (Cable TV)

**1. Roll call**

Klapper called the meeting to order at 6:08 pm.

**2. Approval of previous meeting minutes**

Miller-Lamb moved that the minutes for the meeting of July 1 be accepted with the addition of the words "Klapper said" in front of "Cavanaugh will contact...", noting that Cavanaugh did not attend the July 1 meeting. Mack seconded the motion, which passed unanimously by roll call vote.

**3. Discussion and possible action on responsibilities of Commissioners**

Klapper noted that some commissioners were slow in taking the Oath of Office, and that Marlene Cavanaugh submitted her letter of resignation. He discussed the City ordinance requirement for nine commission members. Klapper suggested the ordinance could be amended to allow for fewer members, but noted that other items might be amended at the same time. A discussion followed on topics in the ordinances that affect the Commissioners. The proper flagging of Municipal Register properties in the building permits should be explored because it appeared that work was done at the Surgeon's Quarters without the Commission being notified that approval was needed. Miller-Lamb suggested orientation documents be prepared for potential new Commission members. She will compile ideas and circulate to HPC members for input. Mack wants the Commission to be proactive, to monitor what is coming up before the local government. Klapper mentioned contact from a building owner in the first ward who hoped his old school building might qualify as a historic site.

**4. Discussion and possible action on potential new commissioners**

Mack asked Jane Considine at the Museum at the Portage for individuals who might be interested in joining the Commission. A note will be placed in the Museum's September newsletter. Discussion followed on what should be listed as qualifications for potential commissioners, including an interest in history and public outreach, and willingness to serve as an ambassador for Portage history. Miller-Lamb suggested a letter to the editor of the Portage paper might be a good way to look for members. Mack will draft the article for the Museum's newsletter and bring it to the September meeting for comments.

**5. Discussion and possible action on WHS grant to update Intensive Historical and Architectural Survey**

Klapper worked with Sean Murphy on the contract for Timothy F. Heggland's work on the Intensive Historical and Architectural Survey. Heggland is pleased to be working on the project, and agrees to provide quarterly reports to the HPC. The contract needs to be signed by the Mayor and the City Clerk.

**6. Discussion and possible action on 2016 budget request**

Klapper displayed the 2015 budget for discussion on current spending and plans for 2016. Mack would like 2016 funds for a speaker in May during a visit to Portage by the Wisconsin Historical Society's Board of Curators, approximately May 14-15. No new plaques are needed for 2016, so that \$200 could be moved to cover this request.

**Draft 2016 Budget Proposal**

Scavenger Hunt	\$ 125
Municipal Register expenses	\$ 100
Speaker for Board of Curators	\$ 200
Preservation Month Activities	\$1000
Conferences and Memberships	\$1000
Partnerships and events	<u>\$ 586</u>
	\$3011

**7. Adjournment**

Chair Klapper adjourned the meeting at 7:30 pm.

Respectfully submitted,  
Erin Foley  
Secretary

ACTIVITY THROUGH FISCAL PERIOD 08

PER.	JOURNAL #	ENTRY DATE	ITEM	TRANSACTION DESCRIPTION	VENDOR	CHECK	INVOICE	DEBIT	CREDIT
<u>100-02-56000-732 (E) HISTORIC PRESERVATION</u>									
01		01/01/2015		BEGINNING BALANCE				0.00	
	AP-15212F	02/06/2015	06	LETTERHEADS, ENVELOPES & NOTE	PORTAGE PRINTING		10032	150.00	
	AP-15212FA	02/09/2015	01	LETTERHEADS, ENVELOPES & NOTE	PORTAGE PRINTING		10032		150.00
				TOTAL PERIOD 01 ACTIVITY				150.00	150.00
03	AP-15409B	04/02/2015	18	2015 MEMBERSHIP	WI ASSOCIATION OF HIS	146351	2015 MEMBERSHIP	40.00	
				TOTAL PERIOD 03 ACTIVITY				40.00	0.00
07	AP-150710	07/10/2015	17	MEMBERSHIP	FOX-WISCONSIN HERITA	147226	15-57	150.00	
		07/10/2015	18	HPC CONF	GAYLE MACK	147236	HPC CONF	103.83	
				TOTAL PERIOD 07 ACTIVITY				253.83	0.00
				YTD BUDGET		2,007.32	TOTAL ACCOUNT ACTIVITY	443.83	150.00
				ANNUAL REVISED BUDGET		3,011.00	ENDING BALANCE	293.83	
				GRAND TOTAL				293.83	0.00
				TOTAL DIFFERENCE				293.83	0.00

1 **ARTICLE XI – SIGN REGULATIONS**

2 **Sec. 10-371. - Purpose of sign regulations.**

- 3 (a) This section establishes regulations for signs and other street graphics **visible from the**  
4 **right-of-way**. More specifically, this section is intended to assist in achieving the following  
5 objectives:
- 6 (1) To foster high quality commercial and industrial development and to enhance the  
7 economic development of existing businesses and industries by promoting reasonable,  
8 orderly and effective signs and street graphics.
  - 9 (2) To protect the public from any damage or injury that result from the improper  
10 construction, placement or use of signs and street graphics.
  - 11 (3) To protect the public by reducing the obstructions and distractions that might cause  
12 traffic accidents.
  - 13 (4) To preserve the value of private property by assuring the compatibility of signs with  
14 nearby land uses.
  - 15 (5) To preserve the integrity of the historic downtown area, and distinguish signs from  
16 more contemporary commercial and industrial districts within the city.
  - 17 (6) To distinguish signs within highway interchange districts from those in contemporary  
18 commercial and industrial districts within the city.

19 **Sec. 10-372. - Definitions.**

20 The following words, terms, and phrases, when used in this article, shall have the meanings  
21 ascribed to them in this section, except where the context clearly indicates a different meaning:

- 22
- 23 (a) **Abandoned Sign.** A sign identifying or advertising a place of business that has relocated,  
24 **ceased to operate or changed its name that has not been displayed at least 60 days from**  
25 **the date of non-compliance.**
  - 26 (b) **Apartment complex sign.** An on-premises sign that provides identification for an apartment  
27 complex.
  - 28 (c) **Awning.** A temporary or permanent hood or cover that projects from the wall of the building  
29 that can be retracted, folded, or collapsed against the face of a supporting structure.
  - 30 (d) **Billboard.** A sign that advertises goods, products or facilities or services not necessarily on  
31 the premises where the sign is located or directs persons to a different location from where  
32 the sign is located.
  - 33 (e) **Blanketing.** The unreasonable obstruction of view of a sign caused by the placement of  
34 another sign.

- 35 (f) Canopy (building). A rigid multisided structure covered with fabric, metal or other material  
36 and supported by a building at one or more points or extremities and by columns or posts  
37 embedded in the ground at other points or extremities.
- 38 (g) Canopy (freestanding). A rigid multisided structure covered with fabric, metal or other  
39 material and supported by columns or posts embedded in the ground.
- 40 (h) Community Information Sign. A non-commercial and civic oriented sign that displays  
41 information regarding events and information of general interest to visitors and city  
42 residents.
- 43 (i) Community organization identity sign. A non-commercial sign or logo representing a bona-  
44 fide community, service or civic organization that is community based, service oriented and  
45 non-profit in nature.
- 46 (j) Directional routing sign. Any permanent sign displayed for the purpose of informing people  
47 of or guiding people to a particular place for a specified event. Temporary directional routing  
48 signs include, but are not limited to, an open house, garage sale, estate sale, or other  
49 similar event.
- 50 (k) Directly illuminated sign. Any sign designed to give any artificial light directly through any  
51 transparent or translucent material from a source of light originating within or on such sign.
- 52 (l) Directory sign. Any sign on which the names and locations of occupants or the use of a  
53 building is given. This includes office and church or other place of religious assembly  
54 directories.
- 55 (m) Electronic/variable message unit sign (EVMS). Any sign whose message may be changed  
56 by electronic process, including such messages as copy, art, graphics, time, date,  
57 temperature, weather or information concerning civic, charitable or the advertising of  
58 products or services for sale on the premises. This also includes traveling or segmented  
59 message displays.
- 60 (n) Flashing sign. Any directly or indirectly illuminated sign on which artificial light is not  
61 maintained stationary and constant in intensity and color at all times when in use.
- 62 (o) Ground sign or pole sign. Any sign that is supported by structures or supports in or upon  
63 the ground and independent of support from any building (also referred to as "freestanding  
64 sign").
- 65 (p) Identification sign. Any sign that carries only the name of the firm, major enterprise,  
66 institution, or principal products offered for sale on the premises or combination of these.
- 67 (q) Indirectly illuminated sign. A sign that is illuminated from a source outside of the actual sign.
- 68 (r) **Interchangeable sign. Any sign with components or parts, primarily electronic message in  
69 nature that allows its message to be changed or substituted.**
- 70 (s) Marquee sign. Any sign attached to and made part of a marquee. A marquee is defined as  
71 a permanent roof-like structure projecting beyond a building wall at an entrance to a  
72 building or extending along and projecting beyond the building's wall and generally  
73 designed and constructed to provide protection against weather.
- 74 (t) Memorial sign. A sign or tablet memorializing a person, event, place or structure.
- 75 (u) **Mural. A painted or other work of art painted directly on a building wall, foundation, or other  
76 outside edifice.**
- 77
- 78 (v) Nonconforming sign. Any sign that does not conform to the regulations of this article.

- 79 (w) Political sign. Any sign containing a message intended for a political purpose or a message  
80 which pertains to an issue of public policy of possible concern to the electorate, but does  
81 not include a message intended solely for a commercial purpose.
- 82 (x) Portable sign. Any sign not permanently attached to the ground that is designed to be easily  
83 moved from one location to another.
- 84 (y) Premises. A building or structure with its grounds or appurtenances.
- 85 (z) Projecting sign. Any sign extending more than 18 inches, but less than five feet, from the  
86 face of a wall or building.
- 87 (aa) Real estate sign. Any sign that are used to offer for sale, lease, or rent the property upon  
88 which the sign is placed.
- 89 (bb) Roof sign, general. Any sign erected upon or over the roof or parapet of any building.
- 90 (cc) Roof sign, integral. Any sign erected or constructed as an integral or essentially integral  
91 part of a normal roof structure of any design, such that no part of the sign extends vertically  
92 above the highest portion of the roof and such that no part of the sign is separated from the  
93 rest of the roof by a space of more than six inches. Any integral portion of the roof shall not  
94 extend more than five feet above the structural roof.
- 95 (dd) Sign. Includes anything that promotes, calls attention to or invites patronage, or anything  
96 similar, to a business, location, or product.
- 97 (ee) Temporary sign. Any sign intended to be displayed for a short period of time, including real  
98 estate or construction site signs, and banners, decorative-type displays, or anything similar  
99 to such, but not including political signs.
- 100 (ff) Wall sign. Any sign attached to, erected on, or painted on the wall of a building or structure  
101 and projecting not more than 18 inches from such wall.
- 102 (gg) Window sign. Any sign located completely within an enclosed building and visible from a  
103 public way.
- 104

105 **Sec. 10-373. - General provisions.**

- 106 (a) Interior signs. This chapter does not apply to any sign that is visible only from the premises  
107 upon which it is erected, such as on the walls of courts or malls in shopping centers.
- 108 (b) Prohibited signs. The following signs shall be prohibited in any district except as noted  
109 herein elsewhere in this chapter.
- 110 (1) Balloons, beacons, pennants, streamers, statuary and similar signs. No balloons,  
111 beacons, pennants, streamers, statuary or similar signs are allowed except as approved  
112 by the zoning administrator as a special event sign in conjunction with a special event  
113 permit.
- 114 (2) Flashing signs. No flashing signs shall be allowed except as exempt holiday decorations  
115 and displays.
- 116 (3) Moving signs. Except for electronic/variable message signs, no fluttering, undulating,  
117 swinging, rotating, or otherwise moving signs, lights or decorations, shall be permitted  
118 except as special event signs.

- 119 (4) Off-premises signs including billboards. No off-premises advertising signs shall be  
120 permitted except as otherwise permitted under this section.
- 121 (5) Off-premises directional routing signs. No permanent directional routing signs located  
122 off-premises shall be permitted unless erected by a government agency or  
123 nonresidential institutional land use.
- 124 (6) Projecting signs. Projecting signs shall be prohibited except in the historic downtown  
125 sign overlay district.
- 126 (7) Right-of-way signs and signs on public property. No sign unless erected by, or required  
127 by, a government agency or temporarily erected to protect the health and safety of the  
128 general public such as emergency or warning signs shall be located within or across any  
129 public right-of-way, or on any public property or utility pole, unless a conditional use  
130 permit has first been approved by the common council upon recommendation from the  
131 plan commission. This applies to all signs including temporary signs and signs which do  
132 not require a permit.
- 133 (8) Roof signs. Roof signs are not permitted, with the exception of integral roof signs (see  
134 definitions).
- 135 (9) Traffic imitating or interfering devices or signs. No sign shall be erected or maintained at  
136 any location where by reason of its position, wording, illumination, size, shape, or color it  
137 may obstruct, impair, obscure the vision of motorists, or otherwise obstruct, interfere with  
138 the view of, or be confused with, any authorized traffic control sign, signal or device. No  
139 sign shall use any word, phrase, symbol, shape, form, or character in such manner as to  
140 interfere with moving traffic, including signs which incorporate typical street-type and/or  
141 traffic control-type signage designs and colors.

142 **Sec. 10-374. - Special provisions.**

- 143 (a) Sign overlay districts, generally. Sign overlay districts have been identified to distinguish  
144 signs within historic downtown and highway interchange districts from those in contemporary  
145 commercial and industrial districts within the city. Sign overlay districts are hereby  
146 established as follows:
- 147 (1) Historic downtown sign overlay district. The historic downtown sign overlay district shall  
148 consist of the properties as identified in the city zoning map as Downtown Business.
- 149 (2) Highway interchange sign overlay district. The highway interchange sign overlay district  
150 shall consist of the properties as identified in the city zoning map as Interchange  
151 Business.
- 152 (b) Other districts, generally. Signage for all other districts within the city shall be regulated  
153 upon the terms of this ordinance.

154 **Sec. 10-375. - General sign regulations.**

155 (a) General district regulations. Signs within all districts (except historic downtown sign overlay  
156 district) shall be regulated as follows:

157 (1) Signs in residential districts.

158 (i) General. No signs shall be permitted on property in a residential zoning district  
159 except signs of a type and style under section 10-375 which are typically associated  
160 with residential uses, signs permitted under subsection 10-375(6), and neighborhood  
161 watch or similar signs as designated by the common council.

162 (ii) Exception for institutional uses. Signs advertising institutional land uses are allowed  
163 in residential districts and are regulated under the provisions of this section, as  
164 applicable. Applications for institutional use signs in residential districts that exceed  
165 24 square feet may be permitted under a conditional use process as per sections 90-  
166 472.

167 (iii) Indoor sign usage. Indoor civic, cultural or institutional use signs may be permitted  
168 under a conditional use permit as per section 90-472 provides, however, that no  
169 conditional use permit shall permit such a sign which exceeds 60 square feet in area  
170 or eight feet in height.

171 (iv) Subdivision signs. Subdivision signs are limited to two signs per entrance to the  
172 development with a total not exceeding 32 square feet per sign and five feet in  
173 height. Subdivision signs are permitted only in subdivisions of ten or more lots or for  
174 multifamily developments with eight or more dwelling units in a single building.

175 (v) Real Estate/For Sale signs. Signs advertising a lot(s) for sale/lease that are 16  
176 square feet or less do not require a sign permit if the sign only indicates the lot  
177 number, telephone number, address or name/logo of real estate agent/owner  
178 involved with the listing of the lot(s).

179 (vi) Other sign limits. No other signs in a residential district, may be larger than 12  
180 square feet or higher than eight feet in height. This includes temporary signs and  
181 signs that do not require a permit under section 10-378 unless sign limits are  
182 otherwise defined in that section.

183 (2) Signs adjacent to residential district. No commercial signs shall be permitted within 75  
184 feet of any resident district boundary line unless completely screened from the resident  
185 district by a building, solid fence, or an evergreen planting. Evergreen plantings shall be  
186 not more than two feet shorter than the height of the sign at the time of planting and  
187 spaced so as to affect an opaque screen of the sign. All required screening shall be  
188 continuously maintained.

189 (3) Commercial message location. A sign which displays a commercial message is  
190 permitted only on the premises where the commercial activity represented on a sign is  
191 located. Electronic/variable message signs which can be programmed to change  
192 periodically shall not be located within 75 feet of a residential district. [Electronic/variable](#)

193 message boards can be located less than 75 feet for a residential district boundary line if  
194 screened from the resident district by a building, solid fence, or an evergreen planting.  
195 Evergreen plantings shall be not more than two feet shorter than the height of the sign at  
196 the time of planting and spaced so as to affect an opaque screen of the sign. All required  
197 screening shall be continuously maintained.

198 (4) Interchangeable noncommercial messages. Any sign that may display one type of  
199 noncommercial message may also display any other type of noncommercial message,  
200 so long as the sign complies with the other requirements of this section.

201 (5) Signs over show windows or doors of a nonconforming business establishment  
202 announcing, without display or elaboration, only the name and occupation of the  
203 proprietor and not exceeding two feet in height and ten feet in length are permitted.

204 (6) Common sign design: Multitenant buildings, multi-building developments and group  
205 developments. All buildings containing two or more tenants, or complexes containing two  
206 or more buildings, or two or more abutting lots within land divisions desiring group  
207 signage, shall install all signs according to a common sign design plan approved by the  
208 plan commission. An exception to this requirement is provided to businesses that  
209 provide distinctly different services or sales in one general business location.

210 (i) Common sign. A common sign shall mean a sign that is intended to display multiple  
211 (group signage) advertisements, identifications, or products, where ownership,  
212 occupancy or use of the facility(s) is distinctly separate but in close proximity and  
213 similar in character to the area. For land divisions or common parcel signage, group  
214 signs shall only occur on two or more abutting lots.

215 (ii) Procedure. All new developments shall submit a common sign design plan prior to  
216 issuance of the first sign permit. All existing developments shall submit a common  
217 sign design plan concurrently with any new requests for a sign permit by a tenant or  
218 the owner. The plan shall be submitted to the building inspector for initial  
219 determination of completeness. The building inspector shall forward the plan to the  
220 zoning administrator for plan commission review and consideration.

221 (iii) Plan, contents. A common sign design plan shall contain detailed requirements for  
222 the lettering, illumination, colors, materials, timing, location, type and configuration to  
223 be used within the development. The plan commission may request additional  
224 documentation relevant to the review of the common sign plan, including but not  
225 limited to ownership, implementation, enforcement and maintenance provisions.

226 (iv) Decision. The plan commission may recommend to the council that a common sign  
227 design plan may be denied, approved or approved with conditions by the plan  
228 commission. If conditionally approved, the conditions shall be clearly stated on the  
229 sign permit.

230 (v) Implementation. After approval of the common sign design plan by the plan  
231 commission as to its conformance with this chapter, all signs shall be installed in  
232 accordance with the approved common sign design plan.

233 (b) General sign area limitation.

234 (1) Lot Frontage 200 feet or less. For properties with equal to or less than 200 linear feet of  
235 frontage along a public street(s), maximum sign surface area shall be equivalent to 100  
236 square feet plus 0.5 square feet of signage per linear foot of property frontage.

237 (2) Lot Frontage greater than 200 feet. For properties greater than 200 feet of frontage  
238 along a public street(s), maximum sign surface area shall be equivalent to 100 square  
239 feet plus 0.75 square feet of area per linear foot of property frontage.

240 (3) Total signage limitation. The total signage for each street frontage shall not exceed 500  
241 square feet for a premise. The sign surface area oriented toward a particular street may  
242 not exceed the premises' total sign surface area allocation that is derived from frontage  
243 on that street.

244 (4) Total signage exclusions. Temporary signs and signs that do not require a permit under  
245 section 10-379 are not included in total signage.

246 (5) Unified business center signs. Unified business center signs are not included in total  
247 signage.

248 (c) Surface area calculation. The sign surface area shall be calculated only on the basis of the  
249 sign face(s) that can be viewed by one viewer at one time. On a multiple-sided sign with  
250 opposite faces that cannot be read simultaneously, only one of the faces shall be calculated  
251 for purposes of determining sign surface area (wall signs are not considered multiple-sided  
252 signs). Sign area for all individual letter wall signs shall be the area of the smallest rectangle  
253 which can encompass all words, letters, figures, emblems, and other elements of the sign  
254 message.

255 (d) Sign illumination. All illuminated signs shall be subject to the following requirements:

256 (1) Electrical permit. All signs in which electrical wiring and connections are to be used shall  
257 comply with all applicable provisions of the state electrical code. No permit for the  
258 erection of a sign shall be granted prior to approval and issuance of a valid electrical  
259 permit for that sign.

260 (2) Voltage displayed. The **current, wattage, VA, and voltage** of any electrical apparatus  
261 used in conjunction with a sign shall be conspicuously noted on that apparatus.

262 (3) External illumination. A building or structure, along with signs, awnings and canopies  
263 attached to the building or structure, may be illuminated externally, provided that the light  
264 source is designed, located, shielded, and maintained in such a manner that it is fixed  
265 and not directly visible from any adjacent public rights-of-way or surrounding premises.

266 (4) Internal illumination. Internal illuminated signs shall permit light to shine fully through only  
267 the lettering and graphic elements of the sign. The background for such lettering and  
268 graphics shall be opaque or translucent and shall transmit light at a level substantially  
269 less than that transmitted through the lettering and graphics. If the contrast between the  
270 lettering or graphic elements and background does not permit adequate legibility, a  
271 translucent white border of up to one inch in width may be placed around said lettering  
272 or graphic elements.

273 (5) Brightness limitation. In no instance shall the lighting intensity of any illuminated sign  
274 exceed:

275 (i) Seventy-five foot-candles measured perpendicular to the face of the sign from a  
276 distance equal to the narrowest length or height of the sign, or

277 (ii) When the sign is located in a residential zoning district, 50 foot-candles measured  
278 perpendicular to the face of the sign from a distance equal to the narrowest length or  
279 height of the sign, or

280 (iii) One foot-candle on adjoining residential property, measured three feet above the  
281 surface of the ground.

282 (6) Glare. All artificial illumination shall be so designed, located, shielded and directed so as  
283 to prevent the casting of glare or direct light upon adjacent public right-of-way or  
284 surrounding property.

285 (7) Flashing signs. Except for electronic/variable message signs (EVMS), illuminated signs  
286 shall not have any flashing, scintillating, traveling or blinking lights or rotating beacons,  
287 nor shall any beam of light be projected through a mechanism which periodically  
288 changes the color of the light reaching the sign.

289 (8) Gooseneck and similar reflectors and lights shall be permitted on freestanding and wall  
290 signs; provided, however, the reflectors and lights shall concentrate the illumination upon  
291 the area of the sign so as to prevent glare upon the street or adjacent property. It shall  
292 be unlawful to maintain any sign which extends over public property, and which is wholly  
293 or partially illuminated by floodlights or spotlights, unless such lights are completely  
294 concealed from view from the public right-of-way.

295 (e) Installation. All signs shall be properly secured, supported and braced and shall be kept in  
296 reasonable structural condition and shall be kept clean and well painted at all times. Bolts  
297 and screws shall not be fastened to window frames. Every sign and its framework, braces,  
298 anchors and other supports shall be constructed of such material and with such  
299 workmanship as to be safe.

300 (f) Wind pressure and dead-load requirements. All signs and other advertising structures shall  
301 be designed and constructed to support the loads imposed, based on the applicable current  
302 Wisconsin Commercial Building Code, including all references and appendices. In the case  
303 of conflicting requirements between this ordinance and applicable code, the more restrictive

304 shall apply. The city understands certain signage may be necessary to be installed near  
305 property lines. For signs located within setback areas in proximity to property lines, such  
306 signs shall be designed with an additional 50 percent wind load, to ultimately reduce the  
307 chance of structural failure and improve the longevity of such signs near public ways of  
308 travel, and to ultimately protect the health, safety and general welfare of the city.  
309 Engineering calculations will be provided by the contractor/owner upon request.

310 (g) Construction. The base or support(s) of any and all freestanding signs shall be securely  
311 anchored to an appropriately designed concrete base or footing which has a minimum depth  
312 or thickness of one foot. The electrical component of any illuminated sign or street graphic  
313 shall conform to the applicable requirements of the electrical code.

314 (h) Structural requirements. Every sign or street graphic shall be designed and constructed in  
315 conformity with the applicable provisions of the building code and shall be free of any  
316 exposed extra bracing, angle iron, guywire, or cables.

317 (i) Maintenance. All signs, including nonconforming signs, shall be maintained in a like-new  
318 condition. Any signs which may be, or may hereafter become rotted, unsafe, or in a state  
319 which is not properly maintained shall be repaired or removed by the licensee or owner of  
320 the sign, or owner of the property upon which the sign stands upon notice of the zoning  
321 administrator.

## 322 **Sec. 10-376 Miscellaneous Signs**

323 (a) A-Frame or sandwich board signs. One A-frame or sandwich board type sign, 6 square feet  
324 in surface area per side or smaller, is allowed per business establishment provided it does  
325 not block the public right-of-way or pose a safety hazard. Such signs do not require a permit  
326 under the guidelines of section 10-378.

327 (b) Additions to existing signs. No sign over four square feet in area may be attached to another  
328 sign without being designed as an integral part of the original sign. No signs may be  
329 attached to, or cover up, any portion of a sign's frame, structure or base unless originally  
330 designed or subsequently redesigned for that propose.

331 (c) Canopy and awning signs.

332 (1) Area. The sign surface area of a canopy or awning sign shall not exceed 15 percent of  
333 the area of the vertical section of the canopies and awnings. The area of the vertical  
334 section of the canopies and awnings is calculated as the height of the canopy or awning  
335 (difference between the highest and lowest point on the canopy or awning) multiplied by  
336 the length of the canopy or awning measured parallel to the façade upon which it is  
337 attached.

338 (2) Location.

339 (i) Canopies and awnings shall be constructed and erected so that the lowest portion of  
340 the projecting frame thereof shall be not less than seven feet six inches, and the

- 341 lowest portion of the descending skirt shall be not less than six feet eight inches  
342 above the level of the sidewalk or public thoroughfare.
- 343 (ii) No portion of the canopy or awning sign shall extend above or beyond the canopy or  
344 awning upon which it is attached, however, signs may be hung beneath canopies  
345 parallel to the building frontage so long as they do not descend below the six foot-  
346 eight inch minimum clearance.
- 347 (iii) Awnings shall not project more than 36 inches out from the building upon which they  
348 are attached, nor extend out from the building beyond the extension of awnings on  
349 adjoining buildings.
- 350 (3) Installation requirements. To preserve the architectural integrity of a building, no canopy  
351 or awning, and no canopy or awning sign shall cover or interrupt significant architectural  
352 elements such as columns, column caps, friezes, door or window heads,  
353 embellishments, adornments, fenestrations or ornamental detailing.
- 354 (4) Illumination of awnings and canopies. Awnings and canopies may be illuminated where  
355 the following conditions are maintained:
- 356 (i) Both interior type strip lighting and exterior type goose neck lighting is permitted, not  
357 exceeding a maximum light level of 18 foot-candles measured three feet from the  
358 perpendicular to the light source.
- 359 (ii) The bottom of any illuminated awning or canopy shall be enclosed.
- 360 (iii) The provisions of subsection 10-375(d) are satisfied.
- 361 (5) Materials. Canopy and awning signs shall be made of either the material with which the  
362 canopy or awning is covered or other water proof materials affixed flush to the face of  
363 the canopy or awning, or be painted directly on the awning or canopy material with  
364 weather-resistant paint.
- 365 (d) Community information signs. Community information signs are regulated as follows:
- 366 (1) Such sign shall be permitted as a conditional use within all zoning districts. The  
367 proposed size, configuration, and design of the sign shall be described as part of the  
368 conditional use requirements. As a conditional use, the city may revoke the designation  
369 of an approved community information sign if such sign fails to comply with the  
370 requirements of this chapter. Upon revocation, the owner of such sign shall have 30  
371 days to remove the sign at the owner's expense.
- 372 (2) Such sign shall only display information regarding events and information of general  
373 interest to the residents of Portage. Copy which may be considered as advertising a  
374 product, private or restricted participation event, or activity for private profit shall be  
375 prohibited.

376 (3) Such sign may be located on private or public property. If located on public property the  
377 approval of the Plan Commission is required.

378 (4) Such sign shall not be counted as adding to the area of signage on the subject property.

379 (5) Such signs, including banners, logos and posters shall be allowed to displayed by  
380 community groups on private property without a conditional use permit or fee subject to:

381 a. Size limitations – Total square footage of sign shall not exceed 40

382 b. Setback requirements. Shall comply with all setback requirements

383 c. A maximum display period of 30 days

384

385 (e) Community Organization Identification Signs. Non-commercial and civic-oriented signs or  
386 logos, sponsored by a bona-fide community or civic organization, shall be permitted on no  
387 more than 5 City or public owned properties that serve as entrance ways to the city, with a  
388 conditional use permit in all zoning districts subject to:

389 a. Size limitations. Each organization sign or logo shall be limited to a maximum area of 4  
390 square feet

391 b. Exact location and design of the sign and logo shall require approval of the Plan  
392 Commission as part of the conditional use requirements.

393 c. City reserves the right to cover, relocate, or remove any sign or logo for maintenance,  
394 construction, or when deemed to be in the best interest of the public.

395 d. Entranceway Locations include the properties where the 5 City of Portage entrance  
396 signs are located including: Highway 51 - New Pinery Road; Highway 16 - West  
397 Wisconsin Street: Highway 16/51 - East Wisconsin Street: Highway 33 North  
398 entranceway; and Highway 33 South entranceway. Signs shall not be located in any  
399 area of the city other than the 5 city entranceways areas.

400 (f) Directional and information signs. On-premise directional and informational signs may be  
401 placed on private property near driveway entrances (outside of vision triangles), at building  
402 entrances, and in parking lots and loading areas where necessary for legitimate directional  
403 purposes. The city recognizes that medical campus facilities, schools, correctional  
404 facilities/jails, emergency service providers, convention centers and shopping malls are  
405 likely to require additional directional/informational signage and such signage shall be  
406 considered exempt from the total signage calculation of the facility, if the signage is within  
407 the limitations of this subsection including the following provisions:

408 (1) Such signage does not serve an additional advertising purpose, as determined by the  
409 zoning administrator.

410 (2) Per sign square footage shall not exceed nine square feet in area, for on premise signs.

411 (3) Logos shall not exceed two square feet in area per sign.

412 (4) Sign height does not exceed five feet.

413 (5) Per sign square footage shall not exceed four square feet in area, for off premise signs.

414 (6) Off premise signs shall be permitted on private property only.

415

- 416 (g) Electronic/variable message (EVMS) signs.
- 417 (1) Length of cycle. The total length of the information cycle of an EVMS shall not be shorter  
418 than the three seconds or longer than ten seconds. Items of information may not be  
419 repeated at intervals that are short enough to cause the EVMS to have the effect of a  
420 flashing sign. Traveling messages may travel no slower than 16 light columns per  
421 second and no faster than 32 columns per second.
- 422 (2) Brightness adjustment. EVMS shall be equipped with photosensitive equipment which  
423 automatically adjusts the brightness and contrast of the sign in direct relation to the  
424 ambient outdoor illumination.
- 425 (3) Included area. The illuminated or message displaying areas of the EVMS shall be  
426 included within the maximum aggregate sign surface area for the premises.
- 427 (4) Maintenance. Any EVMS shall be maintained so as to be able to display messages in a  
428 complete and legible manner.
- 429
- 430 (h) Flags. In addition to the three flagpoles permitted per lot, one additional flagpole for every  
431 200 feet of street frontage may be permitted per the approval of the zoning administrator  
432 upon verification of lot frontage. **Flags shall be displayed following etiquette in the United**  
433 **States flag code (4 U.S.C.1).**
- 434 (i) Freestanding signs.
- 435 (1) Number. There shall be no more than one freestanding sign for each street on which the  
436 property has frontage. No single business shall be allowed signage on both an individual  
437 freestanding sign and freestanding unified business center sign on the same street  
438 frontage, except that the city may grant a conditional use permit allowing such additional  
439 sign. On premises having no principal building, there shall be no more than one  
440 freestanding sign for the premises.
- 441 (2) Setback. In general, freestanding signs shall be placed with consideration for visibility,  
442 access, maintenance and safety. Such signs shall be located, whenever possible,  
443 beyond setback areas or areas setback from the property lines by at least the height of  
444 the sign. If a sign is proposed to be located within the above-referenced areas to any  
445 right-of-way, public sidewalk or other adjacent property line an additional design loading  
446 shall be imposed as provided in subsection 10-375. In no case shall any sign impede  
447 vision for traffic or be located within vision triangles. In no case shall any part of a sign  
448 be constructed within three feet from any property line.
- 449 (3) Surface area, large. Except as provided in subparagraph (2) the total sign surface area  
450 of a freestanding sign shall not exceed one quarter percent of the lot area of the  
451 premises, nor a maximum of 120 square feet of sign surface area.

- 452 (4) Surface area, small. The maximum sign surface area of a freestanding sign oriented  
453 toward any street may not exceed 12 square feet unless the property has 100 or more  
454 feet of frontage on that street.
- 455 (5) Surface area, bonus. The maximum sign surface area shall be increased by 15 percent  
456 for any freestanding sign which is the only freestanding sign on a premise on which  
457 more than one such sign would otherwise be permitted.
- 458 (6) Location, lot line. No freestanding sign shall extend beyond the lot line of a premise.
- 459 (7) Location, access. No freestanding sign shall extend into or within 20 feet of any  
460 circulation lane which provides access to a public right-of-way.
- 461 (8) Height. The top of a freestanding sign shall not, in any case, exceed the maximum  
462 elevation of a principal building on the premises to which it pertains. The height of a sign  
463 shall be measured from the ground level at its base or the elevation of the street upon  
464 which the sign faces, whichever is lower, to the tallest portion of the sign. All  
465 freestanding signs shall be a maximum height of 18 feet above ground level measured  
466 to its highest point. If the centerline of the nearest public street is higher than ground  
467 level, height of the sign shall be measured from the centerline of the roadway.
- 468 (9) Installation requirements. All freestanding signs shall be permanently mounted in the  
469 ground.

470 (j) Marquee signs.

- 471 (1) Number. There shall not be more than one marquee sign on any façade. Advertising and  
472 identification messages on any of the vertical or nearly vertical faces of a marquee are  
473 calculated as a single marquee sign.
- 474 (2) Area. The total sign surface area of a marquee sign shall not exceed 500 square feet.
- 475 (3) Location. A sign may be affixed to or located upon any vertical or nearly vertical face of a  
476 marquee, so that no portion of the sign falls above or below the face of the marquee. In  
477 no instance shall a marquee sign be located so that it extends beyond the curb line of  
478 the street.
- 479 (4) Height. In no instance shall a marquee sign be lower than ten feet above the sidewalk,  
480 or public [street, road, walkway, or path](#).
- 481 (5) Use of marquee. Marquee signs are permitted only on theaters, places of entertainment  
482 and hotels.

483 (k) Permanent window signs.

- 484 (1) Area. The sign surface area of the permanent window signs in any window shall not  
485 exceed 20 percent of that window area.

- 486 (2) Location. Permanent window signs shall be confined within the transparent glazed area  
487 of the window and shall not encroach upon the frame, mullions, or other supporting  
488 features of the glass.
- 489 (3) Installation requirements. All permanent window signs which have their lettering or  
490 graphic elements directly on the glazing shall be painted, metal leafed, vinyl transferred,  
491 or in some other manner permanently applied to either side of the glass of an exterior  
492 building window or door. No application using a temporary adhesive shall be permitted  
493 unless the zoning administrator determines the application to be reasonably safe.
- 494 (l) Placement within or on a frame. All signs designed for a pre-existing structure or frame shall  
495 be designed to fit the frame or structure as though it were the original sign. Any portion of  
496 any sign or unused remaining frame or structure shall be subject to removal under the  
497 conditions for abandoned signs.
- 498
- 499 (m) Specific sign regulations. Sign regulations are further identified per type of sign, such as  
500 wall signs, freestanding signs, permanent window signs, EVMS signs, marquee signs,  
501 canopy and awning signs, temporary signs/banners, unified business center signs,  
502 information/directory signs, and community information signs.
- 503 (n) Unified business center signs. In addition to the signs permitted for each separate occupant,  
504 there may be one identification sign for a unified business center. The permitted sign  
505 surface area of said sign shall not exceed one tenth of one percent of the lot area of the  
506 premises nor a maximum of 120 square feet. Said identification sign shall conform to all of  
507 the regulations (except those governing number and area) for individual sign types found  
508 elsewhere in this section. As used in this paragraph, "unified business center" shall mean a  
509 single building or group of architecturally similar buildings on adjacent lots under common  
510 ownership, having multiple occupants engaging in unrelated businesses and sharing a  
511 common parking area.
- 512 (o) Wall signs.
- 513 (1) Area, generally. No individual wall sign shall exceed 200 square feet in area.
- 514 (2) Area per façade. Except as provided in subparagraph (3) and (4), the total permitted  
515 sign surface area of all wall signs on a façade shall not exceed 15 percent of the eligible  
516 façade area. Eligible façade area shall be the total building façade area on sides facing a  
517 public street.
- 518 (3) Area per façade bonus. The permitted sign surface area for wall signs on a façade  
519 determined by subparagraph (1) may be increased by 20 percent when all of the  
520 following standards are met:
- 521 (i) The occupant is displaying no more than one wall sign on the façade,

522 (ii) The sign consists only of individual alphabetic, numeric and/or symbolic characters  
523 without background except that provided by the building surface to which the signs  
524 are to be affixed, and

525 (iii) The sign is not illuminated other than through internal illumination, shielded  
526 silhouette lighting or shielded spot lighting, where the light source is neither visible  
527 nor exposed.

528 (4) Multiple wall signs. Where more than one wall sign is mounted on a building, the total  
529 permitted sign surface area for wall signs under subparagraph (1) shall be reduced by  
530 an increment of 20 percent for each additional wall sign. The 20 percent increment shall  
531 be calculated based on the total permitted sign area as reduced by previous incremental  
532 reductions.

533 (5) Location, generally. Wall signs shall be mounted parallel to a building, wall, and only on  
534 a portion of an exterior wall that is coterminous with the occupancy to which the signs  
535 refer. No wall sign shall extend above or beyond the wall to which it is attached.

536 (6) Height, projection. Wall signs, including any illuminating device or structural component,  
537 located at a height of at least ten feet, shall not project more than 36 inches beyond the  
538 plane of the wall to which it is attached. Signs located at a height less than ten feet shall  
539 not project more than 12 inches beyond the plane of the wall to which it is attached.

540 (7) Installation requirements. No wall sign shall cover or interrupt significant architectural  
541 elements such as columns, column caps, friezes, door or window heads,  
542 embellishments, adornments, fenestration, or ornamental detailing on any building. All  
543 mounting brackets and other hardware used to affix a sign to a wall, and all electrical  
544 service hardware and equipment shall be concealed by architectural elements of the  
545 building or the sign itself.

546

547 **Sec. 10-377. - District regulations.**

548 (a) Signs in all Districts of the City of Portage, excluding signs in sign overlay districts as  
549 defined herein, shall meet the full requirements of this ordinance.

550 (b) Historic downtown sign overlay district. Signs in the historic downtown sign overlay district,  
551 as designated in the city zoning map as B-2 Downtown Business section 90-34, shall be  
552 limited to the following and shall be exempt from the requirements of section 10-375.

553 (1) Wall signs. Wall signs placed against the exterior wall of a building shall not extend more  
554 than six inches beyond a building wall's surface, shall not exceed 500 square feet in  
555 area for any one premise, and shall not exceed 25 feet in height above the mean  
556 centerline street grade.

557 (2) Projecting signs. Projecting signs fastened to, suspended from or supported by  
558 structures shall not exceed 100 square feet in area for any premises, extend more than

559 six feet into any required yard, extend more than eight inches into any right-of-way, and  
560 shall not be less than ten feet above the mean centerline street grade and 15 feet above  
561 a driveway or alley.

562 (3) Ground signs. Ground signs shall not exceed 20 feet in height above the mean  
563 centerline street grade, shall meet all yard requirements for the district in which they are  
564 located, and shall not exceed 150 square feet on all sides for any premises. However,  
565 signs may extend up to 30 feet in height if they are at least 150 feet away from the  
566 centerline of the nearest point of the closest state-controlled access throughway  
567 (bypass).

568 (4) Roof signs. Roof signs shall not exceed ten feet in height above the roof, shall meet all  
569 yard and height requirements for the district in which they are located, and shall not  
570 exceed 300 square feet on all sides for any one premise.

571 (5) Combination of signs. Sign combinations shall meet all the requirements for the  
572 individual signs.

573 (c) Interchange Business Overlay District. Signs in the Business Interchange Overlay district, as  
574 designated in the city zoning map as B3-Interchange Business [section 90-35](#), shall meet the  
575 requirements of section 10-375, unless otherwise provided in this subsection.

576 (1) Exemption from certain provisions of section 10-375 Signs within the highway  
577 interchange sign overlay district shall be exempt from the corresponding provisions of  
578 section 10-375.

579 (a)[Subsection] 10-375(a)(2), Signs adjacent to residential districts.

580 (b)[Subsection] 10-375(b), General sign area limitation.

581 (c)[Subsection] 10-376(g)(8), Specific sign regulations (Freestanding signs—Height).

582 Special sign regulations for exemptions in subsection 10-376(i) (as referenced above).

583 (2) Signs adjacent to residential districts. No commercial signs shall be permitted within 500  
584 feet of any resident district boundary line unless completely screened from the resident  
585 district by a building, solid fence, or an evergreen planting. Evergreen plantings shall be  
586 not more than two feet shorter than the height of the sign at the time of planting and  
587 spaced so as to affect an opaque screen of the sign. All required screening shall be  
588 continuously maintained.

589 (3) General sign area limitation.

590 (i) Frontage 200 feet. For properties with equal to or less than 200 linear feet of  
591 frontage along a public street(s), maximum sign surface area shall be equivalent to  
592 500 square feet plus 0.5 square feet of signage per linear foot of property frontage.  
593 [Commercial signs, within 500 feet of any resident district boundary line, for](#)  
594 [properties with equal or less than 200 linear feet of frontage along a public street\(s\),](#)

595 maximum sign surface area shall be equivalent to 300 square feet plus 0.5 square  
596 feet of area per linear foot of property frontage.

597 (ii) Frontage 200 feet. For properties greater than 200 feet of frontage along a public  
598 street(s), maximum sign surface area shall be equivalent to 500 square feet plus  
599 0.75 square feet of area per linear foot of property frontage. Commercial signs,  
600 within 500 feet of any residential district boundary line, for properties greater than  
601 200 feet of frontage along a public street (s), maximum area shall be equivalent to  
602 300 square feet plus 0.75 square feet of area per linear foot of signage per linear foot  
603 of property frontage.

604 (iii) Total signage limitation. The total signage for each premise shall not exceed 1,200  
605 square feet of total sign area.

606 (iv) Total signage exclusions. Temporary signs and signs that do not require a permit  
607 under section 10-375 are not included in total signage.

608 (v) Unified business center signs. Unified business center signs as permitted under  
609 subsection 10-376(m) are not included in total signage.

610 (4) Specific sign regulations freestanding signs.

611 (i) Height. Freestanding signs located in the highway interchange sign overlay district  
612 may be erected up to a maximum height of 35 feet above the centerline of the  
613 roadway to which the sign is oriented, or 35 feet above the grade on the site in which  
614 the sign is located, whichever is higher. A particular sign need not be oriented toward  
615 the frontage(s) of premises. The elevation of the centerline shall be taken at a point  
616 that is perpendicular from the center of the sign base location to the centerline of the  
617 highway. Such information shall be provided by a registered land surveyor or other  
618 qualified professional and submitted to the city as a part of the sign application.  
619 Except as provided in this subsection, all other requirements of section 10-376(g)  
620 pertaining to freestanding signs shall be met.

621 **Sec. 10-378 Guidelines.**

622 (a) Sign permit.

623 (1) General requirements. No person shall erect, alter, or relocate within the city any sign  
624 without first obtaining a sign permit as required under this ordinance. However,  
625 changing of an existing sign in accordance with all applicable regulations herein, and  
626 the repainting, changing of parts, and preventative maintenance of existing signs shall  
627 not require a sign permit.

628 (2) Application requirements. All applications for sign permits shall be made in writing on a  
629 form supplied by the city building inspector. Such application shall be submitted with all  
630 required information provided and shall contain or have attached thereto the following  
631 information:

- 632 a. Site Plan. The approved site plan for the subject property showing the location and  
633 dimensions of all buildings, structures, and signs on the subject property; such  
634 subject property boundaries; and the location of the proposed sign;
- 635 b. The configuration of the proposed sign listing the height, width, total square  
636 footage, setback distance from properties and back of curb, proposed copy,  
637 method of attachment, method of illumination, sign materials and colors;
- 638 c. The subject properties zoning designation;
- 639 (b) Area. The total area and number of all signs by type on the subject property both before  
640 and after the installation of the proposed sign.
- 641 (c) A copy of the common sign plan if such a plan is required under subsection 10-375(a)(6).
- 642 (d) Procedure. Upon the receipt of a complete application, the zoning administrator shall review  
643 such application for compliance with the requirements of this chapter, and shall issue an  
644 approved or denied sign permit based on the submitted application within five working days  
645 of the acceptance of the complete application or for properties requiring a common sign  
646 plan under subsection 10-375(a)(6)(b) within five working days of approval of the common  
647 sign plan, whichever is later. The building inspector shall have the right to request additional  
648 information relevant to the proper review of the sign application in accordance with this  
649 chapter.
- 650 (f) Fee. Fees are established and required as set forth in the currently adopted fee schedule at  
651 the time of permit issuance

652 **Sec. 10-379. - Signs which do not require a sign permit.**

- 653 (a) Signs are permitted in all zoning districts for the following uses and purposes without the  
654 need for a sign permit. Such signs shall not count as part of the maximum permitted sign  
655 area, maximum number of signs per lot or building, items of information and other bulk and  
656 design regulations. No sign permitted in this section shall be displayed in a manner which  
657 would otherwise cause it to be prohibited. All signs permitted in this section shall comply  
658 with other applicable codes and ordinances in regard to construction and maintenance and  
659 the following:
- 660 (1) Address and nameplates. Address and name plates not exceeding two square feet in  
661 area.
- 662 (2) Athletic scoreboards on bona fide athletic fields.
- 663 (3) Construction signs. For construction on or development of a lot, **four signs totaling no**  
664 **more than 65 square feet** in area and a maximum of eight feet in height. Construction  
665 signs shall be removed within 30 days of the completion of construction.
- 666 (4) Directional signs. Except as provided in subsection 10-376(n), directional signs are  
667 permitted for parking areas with five or more spaces provided:

- 668 a. They are located on-premises.  
669 b. There are no more than three directional signs per lot, in addition to one per  
670 entrance/exit.  
671 c. They are not more than five feet in height.  
672 d. They are not more than four square feet in area.  
673 e. Logos are limited to two square feet in area. Such logos are considered part of the  
674 overall four square foot size limitation.  
675
- 676 (5) Flags. **Flags may only be flown from flagpoles. U.S. and the State of Wisconsin flags**  
677 **should be displayed according to flag etiquette in the United States Flag Code (4 U.S.**  
678 **C.1)** No more than three flagpoles may be erected per lot without approval under  
679 subsection 10-376(a). Additional flagpoles may be approved by the Zoning  
680 Administrator per subsection 10-376(a) for lots with more than 200 feet of frontage.
- 681 (6) For sale or for rent signs. For each lot frontage: one "for sale" or "for rent" sign, not  
682 more than 12 square feet in area. A maximum of two "for sale" or "for rent" sides no  
683 more than six square feet in area, may be located off-premises at a nearby intersection  
684 or subdivision entrance provided such signs are located on private property with the  
685 permission of the property owner.
- 686 (7) Garage sale/Estate sale signs. Garage & Estate Sale signs advertising a sale if the  
687 sign is located on private property with the permission of the property owner. Such  
688 signs shall not exceed four (4) square feet in area, shall not be posted longer than  
689 three (3) days, and **shall contain the address and phone number of the sign owner.**  
690 Garage sale signs, subject to the same size limitations, may be placed in the public  
691 right-of-way. The city reserves the right to **remove any non-conforming sign. Signs not**  
692 **removed by 5:00pm on Sunday will subject the owners to forfeiture as contained in Sec**  
693 **1-15.**
- 694 (8) Government signs. Those signs identified by the common council as municipal in  
695 nature and serve a public purpose for identification or description of municipal property,  
696 grounds, facilities, or uses as designated by common council.
- 697 (9) Home occupation **business** signs identifying only the name and occupation of the  
698 resident. Home occupation signs shall be non-illuminated, flush-mounted and shall not  
699 exceed three square feet in area.
- 700 (10) Public, charitable or religious institution signs. Such signs shall be located on the  
701 premises of the institution, shall not obstruct the vision of motorists and shall not  
702 exceed **30** square feet in area.
- 703 (11) Interior signs, provided they are not intended to be viewed from outside the building.  
704 (See subsection 10-373(a)).
- 705 (12) Memorial signs, provided they are erected by citizens on private property and do not  
706 exceed ten square feet in area and are displayed for no more than 90 days in a given

- 707 calendar year. All other memorials and memorial signs are subject to plan commission  
708 approval and shall be subject to all applicable requirements as appropriate to the  
709 location and configuration of the memorial.
- 710 (13) Parking lot signs. Parking lot signs up to nine square feet in area. Such signs may  
711 indicate the location and direction of the nearest parking lot, but may not include logos,  
712 advertising or content.
- 713 (14) Political signs. Temporary political signs may be permitted for a period of not more than  
714 45 days before and seven days after an election without obtaining a permit. Such signs  
715 shall not exceed 32 square feet in area, except as may be permitted by state law.  
716 Other political signs as permitted by state law without a permit may be erected on  
717 private property in the City of Portage without a permit.
- 718 (15) Regulation signs such as no trespassing, no hunting, no fishing, etc. Such signs shall  
719 not exceed three feet in area.
- 720 (16) Real estate group signs. For each group development or multitenant building  
721 containing nonresidential land uses, a maximum of two signs, one per each  
722 nonresidential street frontage, may be permitted up to a maximum of 32 square feet in  
723 area for each sign to advertise the initial sale and leasing of the premises. Real estate  
724 group signs shall be permitted only for the initial lease/sale period and shall be  
725 removed when 80 percent of the structure or lands are initially sold or leased. Signs  
726 advertising sale or lease after such time shall conform to the requirements of  
727 subsection 10-375(a)(1)(e) regarding "for sale" and "for rent" signs
- 728 (17) Real estate subdivision signs. For each real estate subdivision that has been approved  
729 in accordance with the City of Portage land division regulations, a maximum of two  
730 temporary development project identification signs are permitted to be located on some  
731 portion of the subject subdivision. Each such sign shall be not more than 32 square  
732 feet in area. One additional similar sign shall be permitted for each 100 lots in the  
733 subdivision in excess of 100 lots. These signs shall comply with the vision clearance  
734 triangle requirements. These signs shall be permitted to remain within the subject  
735 subdivision until a time at which building permits have been issued for 80 percent of  
736 the lots in the subdivision. (See also subsection 10-375(a)(1)(e) regarding "for sale"  
737 and "for rent" signs).
- 738 (18) Special events signs do not require a permit when the special event permit has been  
739 issued, however balloons, beacons, pennants, streamers, statuary and similar signs  
740 shall be approved by the zoning administrator, with regard to safety and location.
- 741 (19) Utility company signs that serve as an aid to public safety or that show the location of  
742 public telephones, underground cables, etc. only to the extent necessary to accomplish  
743 those goals.
- 744 (20) Under-canopy signs. Under-canopy signs shall not require a permit if such signs to not  
745 exceed four square feet in area.

746 (21) Window signs and displays. Window signs shall not cover more than 50 percent of the  
747 window or a series of contiguous windows. Merchandise and pictures or models of  
748 products or services incorporated in a window display are not considered signs. Any  
749 sign placed on the outside of a window except for individual permanent letters painted  
750 directly onto the window shall be considered a wall sign.

751 (22) Murals which do not contain advertising for a current or existing organization, business,  
752 service or product.

753 **Sec. 10-380. - Abandonment of business signs.**

- 754 (a) Removal of abandoned signs. All abandoned signs and all associated structural sign  
755 supports shall be removed and the grass or pavement restored by the owner of the  
756 property within 30 days from the date the sign is deemed by the zoning administrator to be  
757 abandoned.
- 758 (b) Extension of deadline for removal. If the property owner demonstrates to the satisfaction of  
759 the zoning administrator through documentary evidence that an imminent sale or lease of  
760 the property is pending, the zoning administrator may stay the finding of abandonment and  
761 may extend the time for removing the sign and related structures for a period up to 90 days.

762 **Sec. 10-381. - Nonconforming signs.**

- 763 (a) Intent. This ordinance is intended to encourage the eventual elimination of Signs which do  
764 not comply with the ordinance. The elimination of Non-conforming Signs is important to the  
765 purpose of this ordinance; however, it is also the intent of this Ordinance to avoid  
766 unreasonable invasion of property rights while accomplishing removal of Non-conforming  
767 Signs.
- 768 (b) Continuance. A Non-conforming Sign may be continued if it is maintained in good  
769 condition. It may not be replaced, unless in compliance with the regulations contained  
770 within this Ordinance. It shall not, however, be replaced by another Non-conforming Sign. It  
771 may not be structurally altered so as to prolong the life of the Sign. It may not be re-  
772 established after deterioration, damage or destruction if the Zoning Administrator  
773 determines such replacement cost shall exceed fifty percent (50%) of the original cost of  
774 the sign. For a Non-conforming sign to continue after the effective date of this Ordinance,  
775 the sign must remain substantially the same. Reasonable repair and maintenance of the  
776 sign, including a change of copy message, would not terminate non-conforming rights.  
777 Non-conforming signs destroyed due to vandalism and other criminal or tortious acts, not  
778 connected with the property owner may be replaced in-kind.
- 779 (c) Nuisance. An unsafe or Abandoned Sign is declared a public nuisance, which shall be  
780 abated by the Owner within sixty (60) days of receiving notice from the Zoning  
781 Administrator.

782 **Sec 10-382. Variance Requests**

783 Appeals to the requirements of this ordinance or the determination of the Zoning  
784 Administrator may be made by application to the Zoning Board of Appeals per Sections 90-  
785 478 and 90-480.

786 **Sec. 10-383. - Enforcement and penalties.**

787 All signs constructed or maintained in violation of any of the provisions of this chapter are  
788 hereby declared public nuisances. In addition to all other remedies provided in this chapter,  
789 the building inspector may bring an action to abate the nuisance in the manner set forth in  
790 the Wisconsin Statutes.

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