



# CITY OF ONALASKA

## PLANNING/ZONING DEPARTMENT

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## Regulations on Temporary Signs for Businesses in Onalaska

Temporary signs are defined as: Any sign not permanently attached to the ground or a structure which is fabricated to be displayed for a temporary time period. Examples include but not limited to: banners, balloons, inflatables, flutter flags, yard signs, A-frame or sandwich signs, reader board signs, and other similar signs.

Regardless of the type of sign, the City of Onalaska does not allow any signs to be located in any street right-of-way (ROW) or within 5' from the ROW. ROW is land owned by the City on which streets are typically located. The right-of-way extends outward from the street and includes the area between the sidewalk and street edge, roadway ditches, boulevards and street corners. Signs also may not be attached to any utility poles, utility structures, trees, rocks, or other similar organic or inorganic natural matter. If signs are placed in the City owned right-of-way, the City may remove the signs. Signs that have been removed may be picked up from City Hall, Monday through Friday, 8:00 a.m. to 5:00 p.m. The City will hold the signs for up to 7-days.

### A) Temporary Signs for Businesses

The following applies to all temporary signs that are used to advertise businesses.

#### Temporary signs allowed to advertise a business:

- Sign may only advertise an on-premise business.
- One on-site sign allowed per business at a time (excluding community event signage).
- Sign face may be up to 24 square feet in area (per side).
- Sign may be displayed up to 30 days per year.
- Sign may not be illuminated.
- Sign may not be located in the City owned right-of-way. (Rule of thumb: 15 feet from the curb.)
- A temporary sign permit (with \$0 fee) is required to be issued before the sign is displayed.

In addition to the temporary signs allowed as described above, the following temporary signs are also allowed:

#### Temporary signs allowed to advertise an Tent Sale:

- Signs may only advertise an on-premise business.
- Two on-site signs allowed per business.
- Sign face may be up to 24 square feet in area (per side).
- Signs may not be illuminated.
- Signs may be displayed through the duration of the event. (Event to be permitted by the City through a Building Permit for tent sales.)
- Signs may not be located in the City owned right-of-way. (Rule of thumb: 15 feet from the curb.)
- A temporary sign permit (with \$0 fee) is required to be issued before the signs are displayed.

**B) Temporary Signs on Parcels Abutting the Great River Road (State Hwy 35/2nd Ave)**

The following applies to all temporary signs on parcels that are abutting State Highway 35.

- By Wisconsin DOT regulations, no temporary signs are allowed, with the exception of temporary signs to advertise a community event.
- Temporary signs to display community events may be displayed up to 7 days in advance of the event and shall be removed within 24 hours of the event. Signs may not be located in the City owned right-of-way. (Rule of thumb: 15 feet from the curb.)
- By Wisconsin DOT regulations, all signs abutting State Highway 35 may not flash or transition with any movement.

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**C) Temporary Signs for Churches**

For community events, including church or school events open to the public, churches and schools are to follow requirements as any other businesses would be required to follow. (See information on Temporary Signs for Community Events.)

For church or school programming, temporary signs to follow to requirements for businesses (including 1 sign for up to 30-days a year). Examples of church or school programming include: vacation bible school, church or school daycare/preschool. (See Section A: Temporary Signs for Businesses.)

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**D) Temporary Signs allowed to Designate/ Advertise a new Building, Development, or Subdivision**

- Sign may only advertise an onsite future business or development.
- Sign face may be up to 32 square feet in area (per side).
- Sign may be permitted for a period up to 1-year. An extension may be permitted for a period not to exceed 2-years.
- Sign may be installed after City approval of the proposed development's site plan (if a commercial project) or final plat (if a residential project).
- Sign may not be located in the City owned right-of-way. (Rule of thumb: 15 feet from the curb.)
- A temporary sign permit (with \$0 fee) is required to be issued before the sign is displayed.
- If sign is on a property abutting I-90:
  - Sign face may be up to 72 square feet in area (per side).
  - Sign will need approval from the Wisc. Department of Transportation as well as from the City of Onalaska.

### **E) Temporary Real Estate Signs**

The following applies to all temporary signs that are used to advertise the sale of real estate.

- Sign to be located on property for sale.
  - One sign allowed per parcel, or two signs on a corner parcel.
  - For residential properties, sign face may be up to 4 square feet in area (per side).
  - For commercial properties, sign face may be up to 8 square feet in area (per side).
  - Signs may not be illuminated.
  - Signs may not be located in the City owned right-of-way. (Rule of thumb: 15 feet from the curb.)
  - One additional sign per parcel may be used to advertise an open house, provided the sign is not displayed for more than 24-hours. Size, illumination, and location to comply with standards set in this section.
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### **F) Temporary Signs to Advertise Work Completed On-Premise**

The following applies to all temporary signs that are used to advertise the professional, contractor, sub-contractor, etc. doing work on-premise.

- Sign may advertise a professional, contractor, sub-contractor, etc. doing work on-premise while the work is being completed through 7-days following completion of the work.
  - One sign allowed per professional, contractor, or subcontractor, per parcel.
  - For residential properties, sign face may be up to 3 square feet in area (per side).
  - For commercial properties, sign face may be up to 8 square feet in area (per side).
  - Signs may not be illuminated.
  - Signs may not be located in the City owned right-of-way. (Rule of thumb: 15 feet from the curb.)
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