



CITY OF ONALASKA

PLANNING/ZONING DEPARTMENT

PH: (608) 781-9590

FAX (608) 781-9506

415 MAIN STREET
ONALASKA, WI 54650-2953
<http://www.cityofonalaska.com>

Regulations on Temporary Signs for Community Events

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.

The following applies to all temporary signs that are used to advertise community events. Community events are defined as: an event in the Onalaska region that is sponsored by a social, religious, fraternal, or governmental organization that benefits the larger society or a charitable cause.

Temporary signs allowed to advertise community events:

- Signs may be displayed up to 14 days in advance of the event.
- Signs shall be removed within 24 hours of the event.
- One sign allowed per parcel, or two signs on a corner parcel.
- 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.)
- A temporary sign permit (with \$0 fee) is required to be issued to the organization holding the community event before the signs are displayed.

In addition to the requirements listed above, the following also applies:

Requirements for Signs located on Residential Property:

- Sign face may be up to 4 square feet in area (per side).

Requirements for Signs located on Commercial Property:

- Sign face may be up to 24 square feet in area (per side).
- Note: Temporary signs for community events do not count towards allowable temporary signs advertising the on-premise business.

Requirements for Signs located on City Property:

- Temporary signs may only be placed on City property if the City of Onalaska is an event sponsor.
- Sign face may be up to 24 square feet in area (per side).
- Signs may only be placed on City property by City staff. Applicant to remove signs within 24 hours of the event.

Requirements for Electronic Message Boards that display Community Events as a Temporary Sign:

- Sign shall be at least 100-feet from a residential district line.
- Sign face may be up to 24 square feet in area (per side).
- Sign may be illuminated between 6 a.m. and 10 p.m.
- Note: This type of sign is the one exception to the requirement that temporary signs may not be illuminated.