

ORDINANCE

ROCK COUNTY BOARD OF SUPERVISORS

TRANSPORTATION COMMITTEE
INITIATED BY

P.Blazkowski/R.Burdick/E.Dumas
DRAFTED BY

TRANSPORTATION COMMITTEE
& PLANNING AND DEV. COMM.
SUBMITTED BY

JULY 15, 1996
DATE DRAFTED

TITLE

Amending Chapter III of the Rock County Ordinances to Provide for the Regulations of Signs at the Rock County Airport

The County Board of Supervisors ordains that Chapter III of the Rock County Ordinances be amended to create a new Subchapter B to read as follows:

"Subchapter B - AIRPORT SIGN Regulations"

3.30 **Purpose.** The purpose of this section is to promote the public health, safety and general welfare by establishing standards and requirements for signs located on the Rock County Airport. It is the intent of this Section to establish standards for the construction, placement, type, size, sign materials, and to authorize the use of signs which are:

- A. Compatible with their surroundings;
- B. Appropriate to the type of activity to which the sign pertains;
- C. Legible in the circumstances in which the sign is seen; and
- D. Constructed of approved materials, placed or fastened and electrically connected in compliance with all applicable codes and ordinances.

3.31 **Authority.** The authority to adopt these regulations is found in Section 59.07(49) and 114.14(1) of the Wisconsin Statutes.

- 3.32 **Interpretation.** The interpretation and application of the provisions of this ordinance shall be held to be minimum requirements and shall be construed in favor of the County and shall not be deemed a limitation or repeal of any other power granted the County by Wisconsin Statute.
- 3.33 **Effective Date.** This ordinance shall be effective after adoption by the County Board and publication in the County's Official Newspaper.
- 3.34 **Violations.** It shall be unlawful to construct or use any sign in violation of any of the provisions of this ordinance. In case of any violation, the Airport Director or any member of the Transportation Committee may institute appropriate action or proceeding to enjoin a violation or cause a sign to be removed. In all instances, action or inaction by any representative of the County under this ordinance shall not preclude or limit the assertion by the County of any of its rights or remedies under any applicable lease or other agreement between the County and an offending party.
- 3.35 **Penalties.** Any person, firm, or corporation who fails to comply with, or violates the provisions of this ordinance shall, upon conviction thereof, forfeit not less than \$100 nor more than \$5,000 and the County's costs of prosecution for each violation. Each day a violation exists or continues shall constitute a separate offense.

ADMINISTRATION

- 3.36 **Permit Required.** No person, firm or corporation shall hereafter cause a sign to be placed, located, erected, moved, constructed, modified, reconstructed, extended, enlarged, converted, have a face change, or altered without submitting a Sign Permit Application, meeting the requirements of this Section, and obtaining a Sign Permit from the Airport Director prior to construction. Sign Permits shall only be issued when the Airport Director is satisfied that the proposed sign shall be in compliance with the County's plan for the operation of the Airport and with any applicable requirements of the Wisconsin Statutes, the Wisconsin Administrative Code, or structural requirements of local and state building codes.
41. 3.37 **Sign Permit Application.** Applications for each sign permit shall be made on forms furnished by the Airport Director, complete with a scaled drawing prepared by the applicant of the proposed sign or sign face changes indicating the sign layout, lettering, and proposed colors.
- 3.38 **Bonds or Insurance.** Every applicant for a sign permit shall, before the permit is granted, meet the provisions of the applicant's property lease with the Airport

including construction insurance requirements, liability insurance, and insurance for improvements.

3.39 **Appeals.** Appeals from the decision of the Airport Director concerning the administration or enforcement of this ordinance may be made by any person aggrieved by a decision to the Transportation Committee. Any appeal shall be filed by the aggrieved person within 60 days of the date of decision. Such appeal shall be submitted on the approved forms prescribed by the Transportation Committee.

3.40 **Permit Fee**

- A. Signs less than 100 square feet in area -- \$100.00
- B. Signs 100 square feet or larger in area -- \$200.00
- C. Permit Fees are required prior to construction and payable upon filing an application.

SIGN PROVISIONS

3.41 **Signs Permitted.** The following signs may be authorized by obtaining a Sign Permit and are subject to the following regulations:

- A. **Wall Signs.** No more than two walls shall be permitted for each leased premises with one sign on the air side and the second on the road side of the building. Wall signs shall be placed against the exterior wall of a building not extend more than twelve (12) inches from the wall, and shall not extend above the roof line. The maximum area of all wall signage shall not exceed 10 percent of the total square footage of the respective building wall.
- B. **Pedestal Signs.** Pedestal signs shall be limited to one sign for each Fixed Base Operator to advertise aviation fuel, types of aviation fuel available, prices, and/or name of business. Pedestal Signs shall not exceed thirty-six (36) square feet in display area on any one side or seventy-two (72) square feet on all sides for any one premises, and shall have a maximum height not to exceed ~~75%~~ of the height of the principle structure.
- C. **Window Signs.** No more than one window sign shall be placed on the inside of commercial buildings which shall not exceed twenty-five (25) percent of the glass area of the window pane upon which the sign is displayed.

3.42 **Prohibited Signs.** The following types of signs shall be prohibited:

- A. **Off Premises Signs.** Signs off the leased property of the lessee, are prohibited, except as part of

the Airport Directional and Locational Sign System.
~~All existing off premises signs shall be removed by the owner within 5 years of the adoption of this ordinance.~~

- B. **Roof-mounted Signs.** Signs erected or painted on the roof of a building shall be prohibited by this ordinance.
- C. **Moveable or Temporary Signs.** No moveable signs shall be permitted. This prohibition shall include signs mounted on trucks, trailers, or other objects which are not permanently affixed to the real estate. Any motor vehicle used on a regular basis for a bona fide business purpose other than advertising is except from the above prohibition.
- D. **"Follow Me" Signs.** Use of "Follow Me" type signs on vehicles promoting the sale of goods and services on the air side area of the airport is prohibited.
- E. **Variance Allowed.** An application for a variance shall be submitted to the Transportation Committee. In approving variances, the Transportation Committee may require conditions which will, in its judgment, substantially secure the objectives of the standards or requirements of this ordinance. Where the Transportation Committee finds the extraordinary hardships or practical difficulties may result from strict compliance with these prohibitions and/or the purposes of these prohibitions, it may approve variances to these prohibitions so that substantial justice may be done and the public interest secured. Such variance shall not have the effect of nullifying the intent and purpose of these prohibitions. The Transportation Committee shall not approve variances unless it shall make findings based upon the evidence presented to it in each specific case that:
- 1) the granting of the variance will not be detrimental to the public safety, health, or welfare or injurious to other property.
 - 2) The variance will not in any manner conflict with the intent of sec. 3.30.
 - 3) The conditions upon which the request for a variance is based are unique and are generally not applicable to other operations; and
 - 4) The failure to grant the variance would result in a particular hardship to the applicant, if the strict letter of these regulations are carried

out (hardship shall be distinguished from a mere inconvenience or self-imposed hardship.)

- 3.43 **Official Airport Signs.** Official airport signs for traffic control, airport location and direction, parking, information, and notices installed and maintained by the Rock County Airport are exempt from this ordinance.
- 3.44 **Memorial Signs, etc.** and tablets setting forth the names of buildings, and date of erection when cut into any masonry surface or when constructed of metal may be installed when approved by the Transportation Committee.
- 3.45 **Temporary Signs** or banners require a sign permit (without a Permit Fee) and may be displayed as appropriate to the situation when authorized by the Airport Director.
- 3.46 **Traffic Signs.** Signs shall not resemble, imitate, or approximate the shape, size, form, or color of aviation, railroad or traffic signs, signals, or devices. Signs shall not obstruct or interfere with the effectiveness of the airport. No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape; and no sign shall be attached to a standpipe or interfere with traffic visibility nor be lighted in such a way as to cause glare or impair driver visibility upon public ways.
- 3.47 **Fixed Based Operator Terminal Signs.** A covered sign case shall be provided by the Airport in the north foyer of the Airport Terminal Building providing information for aviation goods and services offered by Rock County Airport Fixed Base Operators. Information shall be designed and maintained by the Airport Director.
- 3.48 **Airport Business Location and Directional Sign System.** A system of location and directional signs shall be designed and recommended by the Airport Director, approved by the Transportation Committee, and installed and maintained by the Airport Director. The Transportation Committee shall establish standards for the "Location and Directional Signs System" which may be more or less restrictive than this Section.
- 3.49 **Lighting of Signs.** Illuminated signs are permitted when the lighting is one sustained impulse. No blinking lights or group of lights shall be allowed as part of a sign after the effective date of this ordinance. All lights shall shine downward and toward the building or sign face to illuminate the sign face.

NONCONFORMING SIGNS

- ~~3.50 **Existing Nonconforming Signs.** Signs lawfully existing at the time of the adoption or amendment of this Ordinance may be continued although the use, size, or location does not conform with the provisions of this Ordinance.~~

~~However it shall be deemed a nonconforming use or structure and shall be eliminated within five (5) years of the adoption of this Section. Nonconforming signs located on future airport land acquisition shall be addressed as part of the acquisition process.~~

3.51 Definitions

- A. **Memorial Signs.** "Memorial Sign" means any sign which serves to preserve, commemorate, or keeps a remembrance alive.
- B. **Movable Signs.** "Movable Sign" means any sign which by its structural design can be easily moved from location to location.
- C. **Off Premises Sign.** Privately owned signs that are located off the leased property of the tenant.
- D. **Pedestal Signs.** "Pedestal Sign (pole sign)" means any sign which is supported by structures or supports, in or on the ground, and is independent of support from any building.
- E. **Sign.** "Sign" means any surface, fabric, device or display which bears lettered, pictorial, or sculptured matter illuminated or non-illuminated which is visible from any public place and which advertises, identifies, conveys information or directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise, or any emblem, placard or temporary sign. Signs shall also include all sign structures and component parts.
- F. **Wall Signs.** "Wall Sign" means any sign which is parallel to and affixed to an exterior wall or side of a mansard roof of a building. Wall signs also include signs which are parallel to the wall of a building and attached to the roof of a canopy.
- G. **Window Signs.** "Window Sign" means any sign placed inside or upon a window facing the outside which is intended to be seen from the exterior of the building.

Airport Sign Ordinance

Respectfully Submitted by:
Transportation Committee

/s/Durlin Harnack
Durlin Harnack, Chair

Dissent
William Agnew

Revised May 27, 2004

/s/Gerald R. Goodwin
Gerald R. Goodwin

/s/Gordon Hill
Gordon Hill

/s/Richard Towns
Richard Towns

LEGAL NOTE:

The County Board is authorized to take this action pursuant to Secs. 59.07(49) and 114.14(1) of the Wisconsin Statutes as recited in Sec. 3.31 of the Ordinance.

Eugene R. Dumas
Deputy Corporation Counsel

FISCAL NOTE:

Minimal fiscal impact of some permit fee revenues for the Airport.

Jeffrey A. Smith
Finance Director

ADMINISTRATIVE NOTE:

Recommended.

Craig Knutson
County Administrator