

Town of Winchester, County of Vilas

Ordinance #2022-01

Direction Arrow Signs and Signage Ordinance

Purpose: The purpose of this ordinance is to regulate the construction and maintenance of directional arrow signs and all other signage in the right-of-ways of town roads and county highways within the Township of Winchester, Vilas County, Wisconsin, to encourage public safety and aesthetics.

Authority: The Town has the authority, pursuant to Section 60.23(29) of the Wis. Stats., to enact this ordinance.

Abrogation and Greater Restrictions: This ordinance is not intended to repeal, abrogate, or impair any existing Town or County ordinances. However, where this ordinance imposes greater restriction, the provisions of this ordinance shall prevail.

Definitions: "Directional Arrow Sign" are signs indicating the direction to a particular business, municipal building, point of interest, cultural, or religious facility.

"Signage" any privately-owned sign, billboard, or banner.

"Right-of-way" the property owned by the Township of Winchester, Vilas County, or the State of Wisconsin that abuts a town road or county highway.

General Provisions:

1. No personal directional arrow signs or signage, or business signage will be permitted in the town or county road right-of-ways within the Township of Winchester.

2. No person shall erect or maintain any direction arrow signs or signage in the right-of-way of any town or county road within the township of Winchester, except as follows:

A. Business Directional Arrow Signs:

- (1) Consisting of one (1) board $\frac{3}{4}$ " thick 7 $\frac{1}{2}$ " wide, six (6) feet in length, cut to a point at one end and a V-shaped tail at the other end. Lettering is to be on one (1) side only, black, 4 to 5 inches high, on a White background, with a black border encompassing the whole arrow sign.**
- (2) Will not be erected in such a manner to infringe on public safety; i.e. block the view of any vehicle, at any intersection. Any complaint will be reviewed by the Winchester Town Board for a final determination.
- (3) Will be attached to two (2) 4"x4" wooded post. Post will be secured in the ground and will not exceed six (6) feet in height above the road surface height. Installation or replacement of any post within the right-of-ways of Winchester Township roads must be approved by the Winchester Town Board. The 4"x4" wooden post will be provided by the Town of Winchester or Vilas County.
- (4) May not be attached to trees within the Town or County road right-of-ways in the Township of Winchester.
- (5) No reflectors or reflective materials will be allowed on directional arrow signs.
- (6) May not be constructed closer than two (2) feet from the outer edge of any town or county road, the Town Board will use their discretion on sign placement for safety reasons.
- (7) Must be maintained in good condition and repair as defined by the Winchester Town Board, per paragraph 2A.(1) and reflect current ownership.
- (8) Limited to no more than six (6) in number for any facility.
- (9) The Town of Winchester may remove any directional arrow sign found not in compliance with this ordinance.

B. Signage:

- (1) No signs, billboards, or banners may be erected in the right-of-ways of any town or county road within the Township of Winchester.
- (2) No signs, billboards, or banners will be erected in such a manner to infringe on public safety; i.e. block the view of any vehicle at any intersection.
- (3) Legal signs, billboards, and banners on private property must be maintained in good condition and repair and reflect current ownership.
- (4) The Town of Winchester may remove any signage or banners found not in compliance with this ordinance from within the right of way of any town or county road.

3. Violations, Legal Actions and Penalties:

A. The Winchester Town Board shall enforce the Directional Arrow Sign and Signage Ordinance. The Winchester Town Board shall make ruling as to the compliance in questionable or disputed situations. The Town of Winchester may remove, or order to be removed, any directional arrow sign or signage found not in compliance with this ordinance.

B. Violation and Notice: If any provision of this ordinance is being violated, written notice of such violation shall be issued to the property owner by certified return receipt registered mail. The mailing will indicate the nature of the violation and demand the violation be abated. Appeals of a violation by the property owner, may be made by filing a written response to the Town Clerk of Winchester within thirty(30) days after the receipt of the violation. Any appeal shall be placed on the agenda for the next scheduled Winchester Town Board Meeting by the Town Clerk.

C. Legal Actions: If the violation/s is not abated or appealed within the thirty (30) day period, actions may be started to abate any violations of this Ordinance, and collect penalties for such violations as set by the Winchester Town Board.

D. Penalties: A violation of this Ordinance, or any provision thereof, shall be punishable by civil penalty of \$25.00 for each day of the violation after the expiration of the Thirty (30) day period, plus removal cost, court costs and or any other legal expenses as allowed by law incurred by the Town of Winchester.

4. Severability and Liability: Should any section, clause, provision or portion of this ordinance be adjudged unconstitutional or invalid by a court of competent jurisdiction, the remainder of this Ordinance shall not be affected thereby.

Effective Date: This Ordinance shall become effective upon passage and publication as provided by law.

Adopted this 3rd day of January, 2022