

Ordinance #2023-01
Town of Winchester, County of Vilas
Signage Ordinance

Purpose: The purpose of this ordinance is to regulate the construction and maintenance of directional arrow signs, real estate signs, temporary signage, and all other signage in the rights-of-way of the 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 Wisconsin Statutes to enact this ordinance.

Abrogation and Greater Restrictions: This ordinance supersedes all prior Town of Winchester signage ordinances. However, where this ordinance imposes greater restriction, the provisions of this ordinance shall prevail.

Definitions:

- **Directional Arrow Sign** - signs indicating the direction to a particular business, municipal building, point of interest, cultural, or religious facility.
- **Political message** - a message intended for a political purpose or a message which pertains to an issue of public policy of possible concern to the electorate but does not include a message intended solely for a commercial purpose.
- **Political sign** - a sign advertising a candidate or candidates for public elective office, or a political party, or a sign urging a particular vote on a public issue decided by ballot.
- **Election campaign period** - in the case of an election for office, the period beginning on the first day for circulation of nomination papers by candidates, or the first day on which candidates would circulate nomination papers were papers to be required, and the ending on the day of the election.
- **Referendum campaign period sign** - in the case of a referendum, the period beginning on the day on which the question to be voted upon is submitted to the electorate and ending on the day on which the referendum is held "Real-estate signs" are signs used exclusively for the sale, Lease, or renting of property.
- **Temporary Signs** - signs temporary used to advertise garage sales, events, services, etc.
- **Signage** - any privately-owned sign, billboard, or banner.
- **Residential property** - property occupied or suitable to be occupied for residential purposes and property abutting that property for which the owner or renter is responsible for the maintenance or care.
- **Right-of-way** - the property owned or controlled by the Township of Winchester, Vilas County, or the State of Wisconsin that abuts a town road or county highway.
- **Small Sign** - a sign less than 4 (four) square feet in area.

General Provisions:

1. No temporary signage will be allowed in the rights-of-way of Winchester during the period from November 15th to March 1st.
2. No person shall erect or maintain any signage in the right-of-way of any town or county road within the township of Winchester, except as follows:
 - a. **Real-estate signs**
 - 1) Limited to 1(one) on premise sign per lot for sale, lease, or rent.
 - 2) Limited to 2 (two) small off premise directional/informational sign (less than 4 (four) square feet in area) per realtor only at the town/county road intersection with the road the realtor has property for sale, lease, or rent. If the realtor has more than one property for sale,

- lease, or rent on any road, only 2 (two) small signs are allowed at the intersection.
- 3) No balloons or streamers are allowed at intersection signage.
 - 4) All real-estate signage must be removed from the Town or County rights-of-way no later than 2 (two) weeks after the closing of the sale, lease, or rent of the property.
- b. Temporary signage**
- 1) Limited to 1 (one) on premise sign per event.
 - 2) Limited to 2 (two) small off premises directional/informational (less than 4 (four) square feet in area).
 - 3) Event cannot be posted prior to 3 (three) weeks before the event.
 - 4) Signage must be removed no later than 2 (two) days after the event.
- c. Political message, Political sign, or Referendum sign**
- 1) Political signs:
 - a) May be posted beginning on the first day for the circulation of nomination papers by candidates or the first day on which candidates would circulate nomination papers were papers to be required.
 - b) Political signs of primary election losers must be removed no later than 7 (seven) days after the election.
 - c) All Political signs must be removed no later than 7 (seven) days after the general election.
 - 2) Referendum signs:
 - a) May be posted beginning on the day on which the question to be voted on is submitted to the Electorate.
 - b) Referendum signs must be removed no later than 7 (seven) days after the election.
- d. Signage:**
- 1) 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.
 - 2) Legal signs, billboards, and banners on private property must be maintained in good condition and repair and reflect current ownership.

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 **Severability and Liability:** Should the courts declare any section, clause, or provision of this ordinance be the invalid, the same shall not affect the validity of the ordinance or any part thereof.

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