

SIGN ORDINANCE AMENDMENT

The Town of Florence, Florence County, Wisconsin, does ordain and amend the Sign Ordinance No. 7-8-96 adopted on 7-8-96 as follows:

To include in **Section 4** of the sign ordinance paragraphs d and e specifically allowing on the sidewalk portion of Central Avenue which abuts U.S. Highway 2 in the Town of Florence, the following:

d. Illuminated signs: meaning a sign which is self-illuminated which would be made out of polycarbonate construction with a maximum size of 32 sq. feet (16 sq. feet per side). Protruding a maximum of 5 feet over the right of way, but at least 2 feet behind the curb line, and it must be at least 8 feet above the sidewalk. The sign may only be earth tones or neutral colors and may have no flashing, moving or neon lighting. Illuminated signs must be maintained and professional constructed.

e. Flush mount signs: meaning a sign which is mounted flush to the building. A flush mount sign may only extend a maximum of 32 sq. feet and, must be at least 8 feet above the sidewalk, and may hang a maximum of 12" and a minimum of 8" over the right of way. Only M.P.O. plywood signage allowed for outdoor use with optional lighting or polycarbonate construction, custom design and logo with U.L. approved safety switches will be allowed.

All other provisions and paragraphs previously approved in the above referred to sign ordinance would remain in full force and effect.

Affected date: This amendment to the existing sign ordinance will take effect on 11-14-96, 1996 after being approved by the majority of the Town Board of the Town of Florence on 10-14-96.

Dated this 14th day of October, ~~or~~, 1996.



Ray Steber
Chairperson for the Town of Florence