

**SIGN ORDINANCE**  
**ORDINANCE NO. 7-8-96**

The Town of Florence, Florence County, Wisconsin, does ordain as follows:

Section 1. Purpose:

The purpose of this Ordinance is to relieve a signage hardship placed upon business owners along the sidewalk portion of Central Avenue due to their business being located along U.S. Highway 2. This ordinance is designed to assist and relieve business owners in the affected area from the increased regulations from being located along a U.S. Highway. This ordinance will increase the opportunity to business owners along the affected area to better utilize the different types and methods of signs to increase the flow of business traffic and at the same time enhance the aesthetic beauty of the town's business district.

Section 2. Authority:

The Town Board of the Town of Florence has the specific authority, power and duty, pursuant to Sec. 60.61 Wis. Stat. to regulate, prohibit and restrict construction, alteration, erection and enlargement of certain structures and buildings including signs and billboards in the Town of Florence and to regulate and control certain uses, activities, business and operations within the Town of Florence.

Section 3. Affected Area:

This sign ordinance will only be in effect in the sidewalk portion of Central Avenue which abuts U.S. Highway 2 in the Town of Florence.

Section 4:

The following types of signage shall be allowed in the affected area:

- a. Perpendicular signs: meaning a sign which projects from and is supported by a wall of a building and does not extend beyond 5 ft. over the sidewalk and must be at least 2 feet behind the curb line. The maximum size for any one perpendicular sign is 32 sq. ft.; 16 sq. ft. per side with a minimum thickness of 1.5 inches and a maximum thickness of 3". The height of the perpendicular sign must be at least 8 feet above sidewalk level. The perpendicular sign may only have a front light which contains no flashing, moving, or neon light and must be adequately maintained.

Perpendicular signs may be made out of wood or wood like material or polycarbonate construction and should contain earth tone or neutral colors only.

b. Awning & Canopies: meaning a covering which projects from and is supported by a wall of a building and does not extend beyond 3 feet over the sidewalk and not nearer than 2 feet to the edge of the curb line. The awning or canopy shall be at least 7.5 feet above the sidewalk and shall have no more than a 24" face. The awning or canopy must be a minimum of 8 oz. vinyl construction and must be of a solid color or 2 color stripe. No flashing, moving or neon lighting allowed and may only be used to identify the business where it is hung. All awning and canopies must be kept clean and in good repair.

c. Potted Flowers: meaning flowers kept within a designated area attached to light pole. Potted flowers must have a minimum clearance of 5 ft. from the sidewalk and must be parallel to the sidewalk.

#### Section 4. Other Provisions:

It is understood that any signage along U.S. Highway 2 pursuant to this ordinance still must be in compliance with all County Zoning and "Outdoor Advertizing Law" and may be reviewed by Wisconsin Department of Transportation for purpose of increased difficulty of highway maintenance, or possible threat to highway safety. It is further understood that the Wisconsin Department of Transportation upon reasonable review may terminate any signage privileges granted under this ordinance upon thirty (30) days written notice to the occupant of there intent to do so and the Wisconsin Department of Transportation will in no way be responsible to the owner of any sign, awning, or canopy for the costs associated with the removal of same.

#### Section 5. Permit:

No perpendicular sign, awning, canopy or hung potted plant may be hung pursuant to this ordinance without first receiving a permit from the Town of Florence by way of its Town Clerk. Any reasonable cost for receiving the above mentioned permit will be paid by the person seeking the permit.

#### Section 6. Penalty Provision:

Any person found to be in non-compliance with the above provisions or fails to acquire the prior approval permit shall be guilty of a civil forfeiture not to exceed \$100 plus the cost of prosecution for each day of non-compliance. Said civil forfeiture will be enforced by way of a citation issued by the Town Clerk to the violator and enforced by the Florence County Circuit Court.

#### Section 7. Affected Date:

This ordinance will take affect on August 8, 1996  
after being approved by the majority of the Town Board of the Town  
of Florence on July 8, 1996.

Dated this 8th day of July, 1996.



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Ray Steber  
Chairperson for the Town of Florence