

CHAPTER 25

EXTRATERRITORIAL ZONING

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See Chapter 22 for text of Ordinance No. 85-31.

EXTRATERRITORIAL ZONING

CHAPTER 25

Of

MUNICIPAL CODE OF THE CITY OF PLATTEVILLE

TABLE OF CONTENTS
CHAPTER 25, EXTRATERRITORIAL ZONING

25.01	GENERAL PROVISIONS	1
	PURPOSE	1
	ABROGATIONS AND GREATER RESTRICTIONS	1
	SEVERABILITY	1
25.02	EXTRATERRITORIAL ZONING AREA	1
25.03	ZONING DISTRICTS	2
	(A) R-1 RESIDENCE DISTRICT	2
	(B) R-2 RESIDENCE DISTRICT	3
	(C) C-1 GENERAL COMMERCIAL AND INDUSTRIAL DISTRICT	5
	(D) W-CONSERVANCY DISTRICT	7
	(E) A-T AGRICULTURAL TRANSITION DISTRICT	7
	(F) DETERMINATION OF SIMILAR AND COMPATIBLE USES	10
25.04	AGRICULTURAL USES	10
25.05	SIGNS	10
	(A) PERMIT REQUIRED	10
	(B) GENERAL REGULATIONS	10
	(C) DEFINITIONS AND REQUIREMENTS	11
	(D) PERMIT-EXEMPT SIGNS	15
	(E) PROHIBITED SIGNS	16
	(F) APPLICATION FOR A SIGN PERMIT	17
	(G) ZONING DISTRICT REGULATIONS	17
	(H) NON-CONFORMING SIGNS	20
	(I) DANGEROUS AND ABANDONED SIGNS; VIOLATIONS	20
25.06	CITY ORDINANCES APPLY	21
	CHAPTER 22 ZONING ORDINANCE	21
	CHAPTER 23 BUILDING CODE	21
25.07	EXTRATERRITORIAL ZONING MAP	22
25.08	VIOLATIONS	22
25.50	PENALTY AND ENFORCEMENT	22

CHAPTER 25

EXTRATERRITORIAL ZONING

25.01 GENERAL PROVISIONS

(A) PURPOSE

The purpose of this extraterritorial zoning ordinance is to promote the public health, safety, morals, and general welfare and to provide controls over the use of land adjacent to the boundaries of the City of Platteville. It is also intended to conserve the value of land and buildings, encourage the most appropriate use of the land, lessen congestion in the streets, secure safety from fire, panic, and other dangers, provide adequate light and air, prevent overcrowding of the land, avoid an undue concentration of population, and facilitate the provision of transportation, water, sewer, schools, parks, and other public improvements.

(B) ABROGATIONS AND GREATER RESTRICTIONS

Whenever the provisions of this Chapter shall conflict with any state statute, city ordinance, regulation or any permit previously issued according to law applicable to the use of land or structures in the area described in Section 25.02, the more stringent law, ordinance, regulation, restriction, or requirement shall govern.

(C) SEVERABILITY

The restrictions and requirements imposed by this chapter shall be held to be minimum requirements necessary to conserve the value of the land and buildings and to encourage the most appropriate use of the land. Whenever any provision of this chapter is adjudged to be invalid or ineffective as to any portion of the territory described below, such judgement shall not affect the remainder of this chapter or its application to the remaining portion of the territory described below.

25.02 EXTRATERRITORIAL ZONING AREA

The following described area shall be subject to the provisions of this Chapter:

All land excepting that within the present corporate limits of the City of Platteville lying within and bounded by a line running from the northeast corner of the southwest quarter of the southwest quarter of Section 1 to the northwest corner of the southeast quarter of the southeast quarter of Section 5 on the north, from said northwest corner of southeast quarter of southeast quarter of Section 5 to the northwest corner of the southeast quarter of the southeast quarter of Section 20 on

the west, from said northwest corner of southeast quarter of southeast quarter of Section 20 to the southeast corner of the northwest quarter of the southwest quarter of Section 24 on the south, and from said southeast corner of northwest quarter of southwest quarter of Section 24 to said northeast corner of the southwest quarter of southwest quarter of Section 1 on the east , all references herein being to the Town of Platteville being Township 3 North, Range 1 West of the Fourth Prime Meridian in Grant County, Wisconsin.

25.03 ZONING DISTRICTS

Five zoning districts are provided for as follows:

(A) R-1 RESIDENCE DISTRICT

(1) Specified Uses

- (a) Single family dwellings as defined in Chapter 22.
- (b) Churches, schools, libraries, hospitals, and medical clinics.
- (c) Municipal buildings, except sewage treatment plants, garbage incinerators, garbage dumps, warehouses, garages, shops and storage yards.
- (d) Public parks, golf courses, playgrounds, recreational and community centers and grounds.
- (e) Telephone buildings, exchanges, lines, and transformer stations, except service garages, storage yards and micro-wave relay structures unless their location is approved by the City Plan Commission.

(2) Conditional Uses

- (a) In-season roadside stands for the sale of produce grown on the premises, including up to two unlighted signs of not more than eight square feet each, per side.
- (b) Fur farms, kennels, breeding facilities, nurseries and greenhouses.
- (c) Non-specified agricultural uses.
- (d) Intensive home occupations.
- (e) Home-based professional offices.

(3) Accessory Uses

- (a) One private garage.
- (b) Storage buildings.
- (c) Customary home occupations.

CHAPTER 25 Extraterritorial Zoning

- (d) Uses customarily incidental to the above specified uses provided that no such use generates traffic or noise that would create a public nuisance.

(4) Dimensional Requirements

Lot Width: 200 feet

Lot Area: 1 acre (minimum)

Yards: Street: 35 feet from the property line (not on State Highway)
60 feet from the property line (on a State Highway)
Side: 20 feet (for principal structures)
10 feet (for accessory structures)
Rear: 40 feet (principal structures)
10 feet (accessory structures)

Building Height: 30 feet (principal structures)
15 feet (accessory structures) plus one (1) foot of additional height per foot of building setback distance beyond ten (10) feet, up to twenty-five (25) feet. Agricultural structures have no height limit.

Building Area: Accessory structures may not occupy more than ten percent (10%) of the lot area. The total cumulative ground floor area of accessory structures shall not exceed 2,500 sq. ft. for properties less than 2 acres, or 5,000 sq. ft. for properties 2 acres or larger. The building area limits shall not apply to agricultural structures.

Building Location: Accessory structures may be located only in rear yards and side yards, or 100 feet from the front lot line, whichever is less; however, this requirement shall not apply to agricultural structures.

Definition of Agricultural Structures: A structure on agricultural land designed, constructed, and used to house farm implements, livestock, or agricultural produce or products grown or raised on the premises.

(B) R-2 RESIDENCE DISTRICT

(1) Specified Uses

- (a) Any use permitted in the R-1 District above.
- (b) Charitable institutions.

CHAPTER 25 Extraterritorial Zoning

- (c) Rest homes and nursing homes.
- (d) Private, non-profit clubs and lodges.
- (e) Two family and multi-family dwellings.

(2) Conditional Uses

- (a) In-season roadside stands for the sale of produce grown on that farm, including up to two unlighted signs of not more than eight square feet each, per side.
- (b) Fur farms, kennels, breeding facilities, nurseries, and greenhouses.
- (c) Non-specified agricultural uses.
- (d) Intensive home occupations.
- (e) Home-based professional offices.
- (f) Mobile home parks.

(3) Accessory Uses

- (a) One private garage.
- (b) Storage buildings.
- (c) Customary home occupations.
- (d) Uses customarily incidental to the above specified uses provided that no such use generates traffic or noise that would create a public nuisance.

(4) Dimensional Requirements

Lot Width: 100 feet

Lot Area: 1 & 2 Family 16,000 sq. ft.
Multi-Family 4,000 sq. ft. per unit with a min of 16,000 sq. ft.

Yards: Street: 35 feet from the property line (not on State Highway)
60 feet from the property line (on a State Highway)
Side: 20 feet (for principal structures)
10 feet (for accessory structures)
Rear: 40 feet (principal structures)
10 feet (accessory structures)

Building Height: 40 feet (principal structures)
15 feet (accessory structures) plus one (1) foot of additional height per foot of building setback distance beyond ten (10) feet, up to twenty-five (25) feet. Agricultural structures have no height limit.

CHAPTER 25 Extraterritorial Zoning

Building Area: Accessory structures may not occupy more than ten percent (10%) of the lot area. The total cumulative ground floor area of accessory structures shall not exceed 2,500 sq. ft. for properties less than 2 acres, or 5,000 sq. ft. for properties 2 acres or larger. The building area limits shall not apply to agricultural structures.

Building Location: Accessory structures may be located only in rear yards and side yards, or 100 feet from the front lot line, whichever is less; however, this requirement shall not apply to agricultural structures.

Definition of Agricultural Structures: A structure on agricultural land designed, constructed, and used to house farm implements, livestock, or agricultural produce or products grown or raised on the premises.

(C) C-1 GENERAL COMMERCIAL AND INDUSTRIAL DISTRICT

(1) Specified Uses

- (a) Banks, commercial, and professional offices.
- (b) Hotels and motels.
- (c) Theaters and other legal places of entertainment.
- (d) Personal service establishments.
- (e) Vehicle sales, service, washing, and repair.
- (f) Farm equipment sales, service, and display.
- (g) Filling and service stations.
- (h) Bus depot.
- (i) Similar uses: any use which is interpreted by the Zoning Administrator to be similar to one of the above enumerated uses, and which conforms to the intent of the zoning district.

(2) Conditional Uses

- (a) Manufacturing and industry which does not generate noise, dust, odor, air or water pollution of such an amount so as to be a public nuisance.
- (b) Specified and conditional uses permitted in the R-1 and R-2 Districts.
- (c) In-season roadside stands for the sale of produce grown on that farm, including up to two unlighted signs of not more than eight square feet each, per side.
- (d) Fur farms, kennels, breeding facilities, nurseries, and greenhouses.
- (e) Non-specified agricultural uses.
- (f) Unspecified compatible uses.

CHAPTER 25 Extraterritorial Zoning

(3) Accessory Uses

- (a) One private garage.
- (b) Storage buildings.
- (c) Uses customarily incidental to the above specified uses provided that no such use generates traffic or noise that would create a public nuisance.

(4) Dimensional Requirements

Lot Width: (Residential) 100 feet
 (Non-Residential) 200 feet

Lot Area: 16,000 sq. ft.

Yards: Street: 35 feet from the property line (not on State Highway)
 60 feet from the property line (on a State Highway)
 Side: 20 feet (for principal structures)
 10 feet (for accessory structures)
 Rear: 40 feet (principal structures)
 10 feet (accessory structures)

Building Height: 45 feet (principal structures)
 15 feet (accessory structures) plus one (1) foot of additional
 height per foot of building setback distance beyond ten (10)
 feet, up to thirty-five (35) feet. Agricultural structures have
 no height limit.

Building Area: Accessory structures may not occupy more than ten percent
 (10%) of the lot area. The total cumulative ground floor area
 of accessory structures shall not exceed 2,500 sq. ft. for
 properties less than 2 acres, or 5,000 sq. ft. for properties 2
 acres or larger. The building area limits shall not apply to
 agricultural structures.

Building Location: Accessory structures may be located only in rear yards and
 side yards, or 100 feet from the front lot line, whichever is
 less; however, this requirement shall not apply to agricultural
 structures.

Definition of Agricultural Structures: A structure on agricultural land designed, constructed, and used to house farm implements, livestock, or agricultural produce or products grown or raised on the premises.

CHAPTER 25 Extraterritorial Zoning

(D) W – CONSERVANCY DISTRICT

(1) Specified Uses

- (a) Management of forestry, wildlife, and fish habitats.
- (b) Harvesting of wild crops, berries, tree fruits, and tree seeds.
- (c) Hunting, fishing and trapping.
- (d) Similar uses: any use which is interpreted by the Zoning Administrator to be similar to one of the above enumerated uses, and which conforms to the intent of the zoning district.

(2) Conditional Uses

- (a) Dams and power stations.
- (b) Gravel pits and quarries, including washing and grading.
- (c) Amusement parks, golf courses, and driving ranges.
- (d) Public campgrounds.
- (e) Unspecified compatible uses.

(3) Accessory Uses

- (a) Uses customarily incident to any of the above uses.

(4) Dimensional Requirements

All dimensional requirements pertaining to lot size, structure height, and setbacks are conditional and subject to Plan Commission review and Common Council approval.

(E) A-T AGRICULTURAL TRANSITION DISTRICT

(1) PURPOSE

The A-T District is intended to:

- (a) Provide adequate restrictions and protection of lands adjacent to the City of Platteville boundaries or adjacent to urbanized areas where such lands are predominately in agricultural or related open space use but where conversion to non-agricultural use may occur in the foreseeable future.
- (b) Defer urban development until the appropriate local governmental bodies determine that adequate public services and facilities can be provided at reasonable cost.
- (c) Ensure that urban development is compatible with local land use plans and policies.

CHAPTER 25 Extraterritorial Zoning

- (d) Provide periodic review to determine whether all or part of the lands located therein should be transferred to other zoning districts.
- (e) Preserve agricultural land for food and fiber production.

(2) Review

Review of the A-T District shall be held by the Plan Commission and the Extraterritorial Zoning Committee:

- (a) A minimum of every five years, or
- (b) upon completion or revision of a county agricultural preservation plan or municipal land use plan which effects lands in the District, or
- (c) upon extension of public services, such as sewer and water, necessary to serve urban developments in the District.

(3) Specified Uses

- (a) Bee keeping, dairying, floriculture, grazing, livestock raising, orchards, raising grain, grass, mint and see crops, tree fruits, nuts, and berries, sod farming, vegetable raising, viticulture, forest and game management, nature trails and walks, greenhouses.
- (b) All buildings and structures compatible with the uses enumerated in 1 above.
- (c) One roadside stand per farm, of not more than 300 sq. ft., used solely for the sale of products produced on the premises or the adjoining premises.
- (d) Gas and electric utility uses not requiring authorization under Section 196.491, Wisconsin Statutes.
- (e) Single family residences occupied by a person who, or a family at least one member of which, earns a portion of his livelihood from farm operations on the farm parcel, or a parent or child of the farm operator.
- (f) Farm dwellings and related structures which remain after farm consolidation may be separated from the farm operation.
- (g) Single-family dwellings on lots in a subdivision of record or existing parcels of record separate from a farm operation. A single-family dwelling must be a minimum of 500 feet from the nearest building on any farm and a minimum of 1,500 feet from any feed lot.
- (h) Similar uses: any use which is interpreted by the Zoning Administrator to be similar to one of the above enumerated uses, and which conforms to the intent of the zoning district.

(4) Conditional Uses

- (a) Conditional uses allowed within R-1 and R-2 zoning districts.
- (b) Temporary housing for seasonal farm labor.

CHAPTER 25 Extraterritorial Zoning

- (c) Saw mills, fur farms, stables and paddocks, equestrian trails, fish farms, and dams and flowages.
- (d) Governmental uses such as police and fire stations, highway storage garages, solid waste disposal and sewage treatment plants, gravel pits and quarries, schools, parks, playgrounds, campgrounds, airports and landing strips.
- (e) Religious uses such as churches, schools, and cemeteries.
- (f) Utilities.
- (g) Feed lots.
- (h) Sale and service of machinery used in agriculture, production facilities for centralized bulk collection, storage and distribution of agricultural products to wholesale and retail markets. Storage and sale of feed, fertilizer and other products essential to agricultural production. Facilities used in the processing of agricultural products. Veterinarian facilities services for livestock.
- (i) Unclassified compatible uses.

(5) Special Exceptions

Special structures requiring an elevated location such as cooling towers, gas tanks, grain elevators, scenery lofts, silos, smokestacks, ventilators, windmills, and related mechanical equipment and appurtenances may exceed the height limitations of this District provided the height of such structure is not more than one and one-half times the distance to the nearest lot line and further provided that any structure exceeding 100 feet in height shall require the issuance of a Conditional Use Permit.

(6) Dimensional Requirements

- (a) Lot Area: Not less than 35 acres for a residence or farm operation, except as follows:
 - a. Farm residences existing before the adoption of this ordinance and which are separated from a larger parcel through farm consolidation shall not be less than ½ acre.
 - b. Lots of Record in existence prior to January, 1983.
 - c. A separate lot of record for an additional residence for persons earning a portion of their livelihood from farm operations or parents or children of the farm operator shall not be less than 26,000 square feet.
- (b) Minimum Yards:

All single-family dwellings shall meet the setback requirements for the R-2 District. Additional residences located on farms without creating

a separate parcel shall be a minimum of fifty feet from other residences and farm buildings.

- (F) **DETERMINATION OF SIMILAR AND COMPATIBLE USES.** In all districts except the R-1 and R-2 districts, the Zoning Administrator may determine if a use not specifically enumerated within that district is similar to the specified uses already listed. If the use is determined to be similar, that use may be allowed as a specified use. If the Zoning Administrator determines that an unclassified use is compatible with the uses allowed within the district and is consistent with the purpose and intent of the zoning district but is not similar to the specified uses already permitted, the person(s) requesting said use may apply for a Conditional Use Permit.

25.04 AGRICULTURAL USES

The following restrictions on agricultural uses are in addition to the requirements specified in the R-1, R-2, and C-1 Districts. When lands in these Districts are used for agricultural purposes the following restrictions apply:

- A. Buildings in which farm animals are kept shall be located at least 500 feet from the nearest platted residential or commercial lot and 500 feet from any tract or lot being used exclusively for residential, commercial, or industrial use.

25.05 SIGNS

(A) PERMIT REQUIRED

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, or structurally altered except so as to comply with the provisions of this section. It shall be unlawful for any person to locate, erect, construct, enlarge or structurally modify a sign or cause the same to be done within the Extraterritorial Zoning Area of the City of Platteville, without first obtaining a sign permit for each sign from the City Building Inspector, unless specifically exempted by these regulations.

(B) GENERAL REGULATIONS

- (1) **Conflicts.** In the case of conflicting sign requirements and limitations, the more stringent shall apply.
- (2) **Advertising.** Other than billboards, political signs and temporary signs as permitted by these regulations, signs shall advertise only those locations, products, goods, or services available upon the same premises as the sign.

CHAPTER 25 Extraterritorial Zoning

- (3) Installation. All signs shall be properly secured, supported and braced. Signs shall not be fastened to window frames. Every sign and its framework, braces, anchors and other supports shall be constructed of such material and with such workmanship as to be safe and satisfactory to the Building Inspector. All sign structures shall meet the wind load requirements of Chapter 53, Wisconsin Administrative Code, as amended.
- (4) Maintenance. All signs, including supports and attachments, shall be kept in reasonable structural condition and shall be kept clean and well painted at all times.
- (5) Blanketing. Blanketing of signs shall not be allowed.
- (6) Illumination. When permitted, both indirect and directly illuminated signs shall concentrate light only upon the area of the sign. Light sources shall be shielded as necessary to prevent glare upon the street or adjacent properties.
- (7) Responsibility for Compliance. The owner of the parcel of land on which a sign is placed and the person (or lessee) maintaining the sign are each fully responsible for the condition and maintenance of the sign, and for being in compliance with all of the provisions of these signage regulations.

(C) DEFINITIONS AND REQUIREMENTS

The following definitions and sign requirements shall apply to all signs. Refer to Section (G) for regulations specific to each zoning district.

- (1) Agricultural Business Sign. A building or freestanding sign that advertises goods, products, facilities, or services available on the premises of a farm or agricultural-related business, where permitted.
- (2) Area of Sign. The entire area within a single perimeter enclosing the extreme limits of a sign, not including any structural elements. The area of a multiple-faced or irregular-shaped sign shall be computed on the basis of the smallest area of the sign that can be enclosed by two contiguous rectangles. Only one side of a double-faced sign shall be used in computing the area of a sign, provided that the information on both sides is the same.
- (3) Awning. A hood or cover that projects from the wall of a building, which can be retracted, folded or collapsed against the face of a supporting structure.
- (4) Billboard. A sign that advertises goods, products or facilities, or services not on the premises where the sign is located or is intended to direct persons to a different location from where the sign is located. Also known as an off-premise advertising sign. Billboards may be freestanding or building signs,

but are only allowed in the C-1 District, and only on lots that have frontage on a State or Federal highway, or a highway business route. Other restrictions are detailed in this ordinance.

- (5) Blanketing. The unreasonable obstruction of view of a sign caused by the placement of another sign.
- (6) Building Frontage. The horizontal width of a building where it is oriented towards the right-of-way. On a corner lot, each face of the building facing a right-of-way is considered a separate building frontage.
- (7) Building Sign. A sign attached to, painted on or made a part of a wall or a projection of a wall on a building, or erected upon or over the roof or parapet of any building. The following types of signs are considered building signs.
 - (a) Awning/Canopy/Marquee Sign. Any sign attached to or made part of an awning, canopy or marquee, including any sign hanging from underneath the awning, canopy or marquee. Hanging signs may not be lower than seven (7) feet above the established grade.
 - (b) Wall Sign. Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than twelve (12) inches from such wall.
 - (c) Projecting Sign. Any sign extending more than twelve (12) inches, but no more than five (5) feet from the face of a wall or building. Projecting signs may not be lower than seven (7) feet above the established grade.
 - (d) Roof Sign. Any sign erected upon or over the roof or parapet of any building. The highest point of the sign may not be more than 15 feet above the roof surface or the coping of the building. The combined height of the building and the sign shall not exceed the height requirement for the zoning district in which it is located.
- (8) Canopy (or Marquee). A shelter attached to or connected with a building to provide cover over a door, entrance, window or outdoor service area.
- (9) Directly Illuminated Sign. Any sign designed to give artificial light directly through a transparent or translucent material from a source of light originating within or upon such sign.
- (10) Directional Sign. Any sign which provides instruction or direction and is located entirely on a property to which it pertains, does not exceed 8 square feet in area and does not include any logo or does not otherwise advertise a business in any way. This includes, but is not limited to, such signs as those identifying entrances and exits, drive-through windows, restrooms, telephones, and parking areas.

CHAPTER 25 Extraterritorial Zoning

- (11) **Electronic Message Unit Sign.** Any sign on which the message may be changed by an electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic and charitable events or the advertising of products or services available on the premises. This also includes traveling or segmented message displays. These signs may be building signs or freestanding signs, but are only allowed in certain districts.
- (12) **Flashing Elements.** Portions of any directly or indirectly illuminated sign (except for Electronic Message Unit signs) which contain artificial light which is not maintained stationary and constant in intensity and/or color at all times when in use. Where signs with flashing elements are permitted, the intensity of any single bulb or other light-emitting source cannot exceed twenty-five (25) watts. Bare reflecting-type bulbs of any kind are not allowed as flashing elements unless they are properly shaded so as not to interfere with surrounding properties.
- (13) **Freestanding Sign.** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building.
- (14) **Height of Sign.** The distance measured from the established grade at the ground level of the sign to the top-most element of the sign structure.
- (15) **Indirectly Illuminated Sign.** A sign that is illuminated from a source outside of the actual sign, which is directed at the sign and is installed for the purpose of sign illumination.
- (16) **Institutional Sign.** A sign for a public, educational, charitable or religious institution, which may include areas for movable copy.
- (17) **Movable Board Sign.** A two-sided sign designed to be temporarily placed outside of a business that advertises goods or services available therein. A movable board sign may not be fixed in a permanent position, illuminated, or placed in a public right-of-way. No movable board sign may exceed 10 square feet per sign face and may not exceed 42 inches in height.
- (18) **Neighborhood Identification/Multi-Family Complex Sign.** A sign displaying the name of a particular neighborhood, subdivision or apartment complex located at the entrance to said area. A Neighborhood Identification sign may be illuminated and may be combined with a brick, masonry or stone wall and landscaping.
- (19) **Nonconforming Sign.** Any sign which does not conform to the regulations of this Section.
- (20) **Occupant Frontage.** In a multi-tenant building, the horizontal width of the business occupancy parallel to the front of the building or to its main

entrance. In the case of an end unit with a wall face that faces a street right-of-way, each wall face may be considered a separate occupancy frontage.

- (21) **Portable Sign.** Any sign mounted to a rigid structure which is not permanently affixed to the ground and which can be moved from one location to another, not including a moveable board sign. Portable signs shall be allowed as follows:
 - (a) One (1) portable sign per premises shall be allowed in addition to all other identification sign structures.
 - (b) Total sign area shall not exceed fifty (50) square feet for each side and the total sign area shall be included in determining the maximum allowed sign area per lot.
 - (c) Minimum setback is five (5) feet.
- (22) **Real Estate Sign.** Any sign used to offer for sale, lease or rent the property upon which the sign is placed.
- (23) **Sign.** A sign shall include anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location, individual, or product.
- (24) **Sign Setback.** The distance from any property line to the plane formed by the nearest edge or element of the sign structure, extended to the ground.
- (25) **Street Frontage.** The distance measured along the lot line adjacent to a public right of way. Each separate street adjacent to a lot is considered a separate street frontage. When multiple signs are allowed, each sign shall use the frontage along which it is intended to be viewed as its street frontage for the purposes of determining sign area.
- (26) **Temporary Sign.** Any sign intended to be displayed for a short period of time, including banners publicizing a special event, decorative-type displays or anything similar to the aforementioned.
 - (a) Maximum Area: 50 square feet.
 - (b) Number per Lot: One (1).
 - (c) Time Limit: No temporary sign may be erected for a period exceeding two (2) weeks. Only four such two-week periods will be permitted per each premises in a single calendar year.
- (27) **Window Sign.** Any sign that is visible to the public located completely within a window, or attached to or painted upon the surface of a window of a building.

(D) PERMIT-EXEMPT SIGNS

The following signs are exempt from the requirement that a permit be obtained and, unless otherwise stated, are permitted in all zoning districts:

- (1) Construction signs. Two per site, not exceeding 32 square feet in area each, confined to the site of construction, and removable 30 days after completion of construction or prior to occupancy, whichever is sooner.
- (2) Directional signs, in the Business and Manufacturing districts.
- (3) Emblems or insignia of any nation or political subdivision, or non-profit organization, provided such signs shall not be illuminated nor exceed two (2) square feet in area.
- (4) Government or official signs for the control of traffic and other regulatory purposes, danger signs, railroad crossing signs and signs of public utilities indicating danger, wayfinding signs, and aids to service or safety which are erected by or on the order of a public officer in the performance of his duty.
- (5) Home-based professional office signs, home occupation identification signs, Bed and Breakfast establishment signs, and professional office signs when located on the same premises as a permitted or approved Conditional Use. Such signs may not be illuminated and are limited to four (4) square feet in area.
- (6) House numbers and name plates not exceeding two square feet in area for each residential, institutional, business or manufacturing building.
- (7) Interior signs. Signs located within the interior of any building or structure which are not visible from the public right-of-way.
- (8) Memorial signs or tablets, names of buildings and date of erection, inscriptions or emblems, which are cut into masonry surface or inlaid so as to be part of a building or when constructed of bronze or other noncombustible material not more than four (4) square feet in area and affixed flat against the structure.
- (9) Municipal signs. Signs erected by the City or Town of Platteville upon municipal property, buildings, parks or public recreational facilities.
- (10) No trespassing and no dumping signs, not to exceed 1 ½ square feet in area.
- (11) Official notices posted by public officers or employees in the performance of their duties.

- (12) Political and campaign signs on behalf of candidates for public office or measures on election ballots, provided that such signs are subject to the following regulations:
 - (a) Such signs may be erected not earlier than 45 days prior to the primary election and shall be removed within 7 days following the general election.
 - (b) Such signs may not be erected on any public right-of-way or other public property.
- (13) Real estate signs.
- (14) Religious symbols, commemorative plaques of recognized historic agencies, or identification emblems of religious orders or historical agencies.
- (15) Temporary public announcement and public service signs, provided the size, character, quality and message on each sign is specifically approved by the Common Council and further provided that prior to erection, an individual or group shall indicate that he/she or it shall be responsible for the maintenance of such sign. Such signs may be of a type, size and character approved by the Common Council, notwithstanding any regulations or restrictions contained in this chapter.
- (16) University Signs. Signs erected by the University of Wisconsin-Platteville on University-owned property.
- (17) Window signs. Signs attached or affixed to the surface of a window.

(E) PROHIBITED SIGNS

The following signs are prohibited:

- (1) Signs containing any obscene, indecent, or immoral matter.
- (2) Signs which interfere with the safe conduct of travel on streets and highways. Advertising signs that are similar in appearance to traffic control signs and devices are prohibited.
- (3) Any other sign that creates an unreasonable hazard or threat to public safety is hereby prohibited.
- (4) Signs (other than billboards) which advertise a product or business which is no longer available or carried on upon the premises on which the sign is located. Such signs shall be removed within twelve (12) months of the cessation of such sales or business.

(F) APPLICATION FOR A SIGN PERMIT

- (1) Application for a sign permit shall be made in writing upon a form furnished by the Building Inspector. In all cases for which a permit is required, the owner of the parcel of land on which the sign is to be placed shall be identified on the application. With such application there shall be submitted plans showing:
 - (a) Location or position of the sign structure on the lot or building on which it shall be attached or erected, and
 - (b) Drawings and specifications showing area, height, location and setback of the sign, method or construction, and attachment to the building or other structure, or anchoring in the ground.
 - (c) Any other information deemed necessary by the Building Inspector to meet the requirements of this Section.
- (2) Permit fees shall be calculated on the same basis as building permits.

(G) ZONING DISTRICT REGULATIONS

- (1) Agricultural/Conservancy Districts. Permitted and conditional uses in the Agricultural Transition (A-T) and Conservancy (W) districts are allowed the following signs with a permit, subject to the requirements herein:
 - (a) Types Allowed and Restrictions:
 1. Freestanding Signs, other than billboards.
 - a. Maximum Area: One (1) square foot per each linear foot of street frontage, up to a maximum of 100 square feet.
 - b. Number Per Lot: One (1) per street frontage; however, the aggregate area of all signs may not exceed the maximum area noted above.
 - c. Maximum Height: Twenty (20) feet.
 - d. Minimum Setback: Five (5) feet.
 2. Building Signs, other than billboards.
 - a. Maximum Cumulative Area: One (1) square foot per each linear foot of building frontage or, in the case of a multi-tenant building, one (1) square foot per each linear foot of occupant frontage.

- b. Maximum Number per Building: Multiple building signs are permitted, but the total area of all signs may not exceed the maximum area stated above.
 - (b) Illumination: The above signs may be illuminated. Flashing, rotating, and intermittent elements are prohibited.
 - (2) Residential Districts. Non-residential, permitted and conditional uses in the R-1 and R-2 districts are allowed the following signs with a permit, subject to the requirements herein:
 - (a) Types Allowed and Restrictions.
 - 1. Freestanding Signs, other than billboards.
 - a. Maximum Area: One(1) square foot per each linear foot of street frontage, up to a maximum of 100 square feet.
 - b. Number Per Lot: One (1) per street frontage; however, the aggregate area of all signs may not exceed the maximum area noted above.
 - c. Maximum Height: Ten (10) feet.
 - d. Minimum Setback: Five (5) feet.
 - 2. Building Signs, other than billboards.
 - a. Maximum Cumulative Area: One (1) square foot per each linear foot of building frontage or, in the case of a multi-tenant building, one (1) square foot per each linear foot of occupant frontage.
 - b. Maximum Number per Building: Multiple building signs are permitted, but the total area of all signs may not exceed the maximum area stated above.
 - 3. Neighborhood Identification/Multi-family Complex.
 - a. Maximum Area: 30 square feet.
 - b. Maximum Height: 10 feet
 - c. Minimum Setback: 5 feet.
 - d. Maximum Number per Lot: Two (2).
 - (b) Illumination: The above signs may be illuminated. Flashing, rotating, and intermittent elements are prohibited.
 - (3) Business District. Permitted and conditional uses in the C-1 District are allowed the following signs with a permit, subject to the requirements herein:

(a) Types Allowed and Restrictions.

1. Freestanding Signs, other than billboards.
 - a. Maximum Area: Two (2) square feet per each linear foot of street frontage, up to a maximum of 200 square feet.
 - b. Number Per Lot: One (1) per street frontage; however, for lots where a street frontage is 250 feet or more, one (1) additional sign is permitted along that frontage; however, the aggregate area of all signs may not exceed the maximum area noted above.
 - c. Maximum Height: Thirty (30) feet.
 - d. Minimum Setback: Five (5) feet.
2. Building Signs, other than billboards.
 - a. Maximum Cumulative Area: Two (2) square feet per each linear foot of building frontage or, in the case of a multi-tenant building, two (2) square feet per each linear foot of occupant frontage.
 - b. Maximum Number per Building: Multiple building signs are permitted, but the total area of all signs may not exceed the maximum area stated above.
3. Electronic Message Unit signs, Movable Board Signs and Portable Signs are permitted, subject to the above requirements, and the restrictions in Section (C).
4. Billboards.
 - a. Maximum Area: 400 square feet per side.
 - b. Maximum Height: 30 feet.
 - c. Minimum Setback: 15 feet.
 - d. Maximum Number per Lot: For highways with speed limit <65 mph, one (1) per lot with a minimum spacing between signs of 500 feet of highway frontage. For highways with speed limit 65 mph, one (1) per lot with a minimum spacing between signs of 1,500 feet of highway frontage.
 - e. Location: Billboards are only allowed on lots that have frontage on a State or Federal highway, or a highway business route. No billboards may be installed adjacent to or within 300 feet of an interchange, intersection at grade, off-ramp, safety rest area, or

wayside. Said 300 feet shall be measured along the highway from the beginning or ending of the pavement widening at the exit from or entrance to the main-traveled way of the primary highway.

- f. Residential Setback: Billboards shall be setback a minimum of four hundred feet (400') from a property zoned residential, or from a structure used as a residence which is located on lands not zoned residential.

- (b) Illumination. All signs in the C-1 District may be illuminated. Flashing elements are permitted; however, flashing elements that may create a hazard as determined by the Zoning Administrative are prohibited.

(H) NON-CONFORMING SIGNS

- (1) All legal signs that are in existence as of the adoption or amendment of this ordinance and that do not conform to these regulations shall be considered as non-conforming signs and are subject to the following requirements.
- (2) Signs that are non-conforming under this code may not be enlarged, heightened, altered in shape, or moved, except when required to do so by law or so as to comply with the provisions of this ordinance. The copy on such signs may be altered, but only within the existing area of the sign.
- (3) When a nonconforming sign is damaged by fire, explosion, flood, the public enemy or other calamity to the extent of more than 50% of its equalized value at the time such event occurred, it shall not be restored except so as to comply with the provisions of this ordinance.
- (4) The City Council may require non-conforming signs to be removed or brought into compliance with the regulations in this ordinance within five (5) years after the adoption and effective date of this ordinance. The City shall pay just compensation upon the required removal of non-conforming billboard signs as required by State statutes governing just compensation and local acquisition of off-premise advertising signs.

(I) DANGEROUS AND ABANDONED SIGNS; VIOLATIONS

- (1) All signs shall be removed by the owner or lessee of the premises upon which the sign is located when a business which it advertises has not been conducted for a period of twelve (12) months or when, in the judgment of the Building Inspector, such sign is so old, dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner or lessee fails to remove it within sixty (60) days after receiving notice in writing from the Building Inspector, then the Building Inspector may remove the sign

CHAPTER 25 Extraterritorial Zoning

at the cost of the owner. The owner may appeal the Building Inspector's decision to the Board of Appeals.

- (2) Alterations. Any sign that was erected before the adoption of this sign Article shall not be enlarged, rebuilt or relocated without conforming to all of the requirements of this code.
- (3) Violations. All signs constructed or maintained in violation of any of the provisions of this code are hereby declared public nuisances within the meaning of this Code of Ordinances. In addition to the above penalty provisions for violation of this code, the Building Inspector may bring an action to abate the nuisance in the manner set forth in the Wisconsin State Statutes.

25.06 CITY ORDINANCES APPLY

(A) CHAPTER 22 – ZONING ORDINANCE

The following sections of Chapter 22, to the extent they are not inconsistent or in conflict with the provisions of this chapter are hereby made a part of this chapter.

- 22.02 General Provisions
- 22.03 Site Restrictions
- 22.04 Use Restrictions
- 22.06 Specific Standards
- 22.08 Mobile Home Parks
- 22.09 Traffic, Parking and Access
- 22.10 Modifications and Exceptions
- 22.12 Nonconforming Uses, Structures and Lots
- 22.13 Conditional Use Permits
- 22.14 Board of Appeals
- 22.15 Definitions
- 22.16 Changes and Amendments

(B) CHAPTER 23 BUILDING CODE

The Building Inspector of the City of Platteville is hereby authorized and directed to enforce this Chapter by means of Building Permits and for that purpose is empowered to perform the functions required of him under Chapter 23 of the Municipal Code and the provisions of said Chapter shall apply to this chapter.

25.07 EXTRATERRITORIAL ZONING MAP

The “Extraterritorial Zoning Map” is hereby made a part of this Chapter, and together with this text shall be kept in the Office of the City Clerk and shall be open to public inspection during regular office hours. The map shall be certified by the President of the Common Council and the City Manager, and attested by the City Clerk. Any changes in the District boundaries shall be recorded on the map. No such change shall become effective until posted to the map and until a duly certified and attested certificate describing the change attached to the map.

25.08 VIOLATIONS

It shall be unlawful to construct or use any structure, land, or water in violation of any of the provisions of this Chapter. In case of any violation, the Common Council, the Building Inspector or any property owner who is damaged by such violation may institute appropriate action to enforce the provisions of this chapter. Each day that a violation exists shall constitute a separate offense.

25.50 PENALTY AND ENFORCEMENT

- (A) Forfeiture Penalty. The penalty for violation of any provisions of this chapter shall be a forfeiture as hereinafter provided, together with the costs of prosecution and any penalty assessment imposed by Wisconsin Statutes.
- (B) Forfeiture Schedule. The penalty for violation of any provision of this chapter shall be as set forth on the forfeiture schedule adopted by Section 1.10 of this code, with a maximum forfeiture of \$500.