

**Ordinance No. 800.07**

**IOWA COUNTY  
TOURIST-ORIENTED DIRECTIONAL SIGNAGE**

**SECTION 1.0: INTRODUCTION**

**1.1 NAME**

This Ordinance shall be called the Iowa County Tourist-oriented Directional Signage Ordinance.

**1.2 INTENT**

Following due consideration of the tourism recreational and economic value to connect travelling motorists with various tourist destination opportunities, this ordinance has been created pursuant to County Board authority under Wis. Stat. §§ 86.196 (3), 86.19, 346.41 and Wisconsin Administrative Code TRANS 200.

**1.3 DEFINITIONS**

- A. Tourist-oriented Directional sign has the meaning specified within Wis. Stat. § 86.196 (1) (a).
  
- B. Tourist-related business, service, or activity has the meaning specified within Wis. Stat. § 86.196 (1) (b).
  
- C. Urban Areas has the meaning specified within Wis. Stat. § 86.196 (1) (c).

**1.4 SEVERABILITY**

The provisions of this Ordinance shall be deemed severable and it is expressly declared that Iowa County would have passed the other provisions of this Ordinance irrespective of whether or not one or more provisions may be declared invalid. If any provision of this Ordinance or the application to any person or circumstance is held invalid, the remainder of this Ordinance and the application of such provisions to other persons and circumstances shall not be deemed affected.

**1.5 SAVING CLAUSE**

This Ordinance shall in no way be deemed to supplant or otherwise invalidate any provision of state statutes relating to the subject matter hereof. Any person entrusted with the enforcement of this Ordinance may, in the exercise of his or her discretion, proceed

under applicable state statutes.

## **SECTION 2.0: TOURIST-ORIENTED DIRECTIONAL SIGNAGE**

### **2.1 ELIGIBILITY**

All requests for new Tourist-oriented Directional Signage shall come from a business, service, activity group, or organization. The business, service, activity group, or organization shall meet the following criteria:

- A. This Ordinance shall pertain only to requests for signage installation within the Iowa County Trunk Highway Right of way. All other signage shall be governed by the Iowa County Zoning Ordinance Chapter 8.0 Signs.
- B. Only where such institution or business is located, removed from the County Trunk Highway, may such directional signage be erected. No signs shall be erected on a highway whereby the business or institution residing has an address for said highway.
- C. The business, service, institution, activity group, or organization shall meet the definition of a tourism-related entity in accordance with Wis. Stat. § 86.196 (1) (b) herein to be referred to as a tourist-oriented business. Generally, the tourist-oriented business shall qualify for a TODS sign under the following five categories:
  - i. Gas – open at least 12 hours per day, 7 days per week, with restrooms and drinking water available to the public.
  - ii. Food – Open 5 days per week, open at least between 10AM and 7PM with at least 50% of gross receipts from food and non-alcoholic beverages.
  - iii. Lodging – Hotels, motels, resorts, boarding houses, or bed and breakfast establishments, must have parking accommodations.
  - iv. Camping – Campgrounds with restrooms and drinking water available to the public.
  - v. Religion, Education, and Entertainment – Any place of religious worship, public entertainment or instruction.
    - a. Religious – Any place of religious worship.
    - b. Scientific Experiment – Any place of any scientific experiment for the furtherance of agriculture, art, or other science.
    - c. Tourist Attractions – Open at least 8 hours per day, 5 days per week, for at least 3 consecutive months of the year, with public restrooms, and drinking water, and attracting a minimum number of visitors for a tourist attraction set by the Wisconsin Department of Transportation (Examples: Antique shops, Amusement parks, Bait shops, etc.).
- D. The tourist-oriented business must be within 5 miles of the proposed signage location.
- E. No more than two (2) County Trunk Highway intersections shall be marked for any one business or destination.
- F. The tourist-oriented business must not have direct access to the portion of County

- Trunk Highway the signage resides on.
- G. Signage requests within any city or village shall meet the requirements of the city or village. Where the city or village does not have an ordinance or requirements, all tourist-oriented directional signage will be prohibited.
  - H. Under Tourist attraction eligibility the business shall have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public. If meeting that requirement, the following institution, business, or location types shall be considered as conditionally approved to apply for a tourist oriented directional sign:
    - i. Hotel, motel, and cabin, resort, or cottage if for rent < 30 days.
    - ii. Campground or Recreational Vehicle park.
    - iii. Airport, museum, zoo, or other amusements.
    - iv. Athletic facility, horseback riding, or shooting ranges.
    - v. Ski trail, nature trail, conservation area, or other if open to public.
    - vi. Churches, schools, theaters, religious camps, or youth camps.
    - vii. Marinas, boat landings, recycling stations, or exhibition areas.
    - viii. Supper clubs, Country clubs, or restaurants; if open to the public.
    - ix. Experimental stations – agricultural, art, or other sciences.
  - I. The following institution, business, or location shall be considered as non-compliant for tourist oriented directional signage by statute or administrative code:
    - i. Parks, cemeteries, hatcheries, and fisheries.
    - ii. Government offices, post offices, and tourist bureaus.
    - iii. Plumbers, electricians, builders, contractors, painters, or material suppliers, and home improvements.
    - iv. Landscapers, nurseries, and tree services
    - v. Auto Body Repair, Detailers, Dealers, or rentals.
    - vi. Other businesses, locations, or destinations not meeting the criteria under A thru G listed above.

## 2.2 SIGNAGE

- A. Such signage may only be erected where deemed appropriate by the Highway Department. Signage for any one business shall not be erected at more than two locations.
- B. All guidance signs erected on any public highway shall be of a type, size, and design as approved by the Highway Department. No flashing, illuminated, or reflecting signs or installation shall be permitted. Signs shall be of the sizes illustrated in Administrative Code Trans 200 Appendix C.
- C. No signs shall be erected, placed, maintained, or permitted on any official traffic control device.
- D. No sign shall be erected which resembles any official traffic control device or railroad sign or signal.
- E. No guidance sign shall be erected which resembles, regulates, or imitates any stop sign, stop condition, or traffic signal.
- F. No guidance sign may be erected until the location and manner of erection is approved and a permit is issued. The Highway Department shall order, install, and erect all signs at the locations agreed to on the permit.
- G. All guidance signs and their supports shall be maintained in good condition by the

highway department. The sponsor or permittee of the sign shall be responsible for all costs of maintenance. Signs or installations not properly maintained shall be removed by the Highway Department.

- H. Signs erected for the purposes of marking, locating, or identifying any underground or buried utility lines, pipes, conduits, cables, or other services for the transmission of electric power, communications, liquids, or gaseous fuels shall be allowed and regulated by the issuance of a Utility Permit for public utilities or a Work in Right of Way Permit and Private Utility Agreement for any private utilities under Policy #1106 Utility Accommodation Policy and Policy #1117 Utility Accommodation Policy Supplemental Conditions, in lieu of this ordinance.

### **SECTION 3.0: ENFORCEMENT AND PENALTIES**

This ordinance shall be enforced by any officer employed by the Iowa County Sheriff Department or any other law enforcement official as set forth in Wisconsin Statute § 23.33(12). The Department shall create and provide a permit process for management of signs, sign locations, and installations. The permit requestor shall pay a fee of \$500 / sign location, which shall cover the costs for the sign, installation, and maintenance for a ten year period from the date on the permit.

#### **3.1 PENALTIES**

The penalty for violating any provision of § 2.2 of this ordinance or § 2.3(A) (1) or (2), (D), or (E) shall result in a forfeiture of not more than \$250.00, plus court costs.

### **SECTION 4.0: EFFECTIVE DATE**

This Ordinance and subsequent amendments to it shall be effective on the date after publication. Ordinance No. 800.07 was adopted by the Iowa County Board of Supervisors on June 18, 2019.