

**VILLAGE OF ROTHSCHILD
MARATHON COUNTY, WISCONSIN
AN ORDINANCE AMENDING THE CODE OF THE VILLAGE OF ROTHSCHILD
PART III ZONING LEGISLATION, CHAPTER 590 ZONING,
AMENDING SECTION 590-179 ENTITLED
“SIGNS IN NEIGHBORHOOD COMMERCIAL, COMMERCIAL, BUSINESS AND OFFICE AND
INDUSTRIAL DISTRICTS”**

The Village Board of the Village of Rothschild, Marathon County, Wisconsin, do ordain as follows:

Section 1: PART III ZONING LEGISLATION, CHAPTER 590 ZONING, SECTION 590-179 ENTITLED “SIGNS IN NEIGHBORHOOD COMMERCIAL, COMMERCIAL, BUSINESS AND OFFICE AND INDUSTRIAL DISTRICTS” of the Code of the Village of Rothschild is hereby amended with new language underlined and deleted language ~~stricken~~ to provide as follows:

§ 590-179 Signs in all Neighborhood Commercial, Commercial, Business and Office, and Industrial Districts.

B. Permitted signs. On-premises wall signs, window signs, ground signs, canopy/marquee signs, pole signs, roof signs, and directory and directional signs are permitted in these zoning districts.

(1) Building/wall signs.

(a) Area restrictions. One square foot of sign area shall be allowed for every linear foot of building frontage along the right-of-way. The total area of all building/wall signs shall not exceed the linear frontage of the structure, up to a maximum of 500 square feet. When a building has frontage on two rights-of-way, then each linear frontage shall be allowed signage based on linear frontage of the structure, up to a maximum of 500 square feet per frontage. In the case of a building having more than one tenant, one building sign shall be permitted for each tenant, with a combined maximum sign area of 500 square feet.

(b) Height restrictions. Building/wall signs shall not exceed 20 feet in height above the street grade.

(c) Projection from the wall. Building/wall signs shall be placed against the exterior walls of buildings and shall not extend more than 12 inches outside of the building wall. Signs shall not extend so as to create any type of safety hazard.

(2) Ground signs.

(a) Area restrictions. The total area of all ground signs shall not exceed 100 square feet. Double-faced signs are permitted with the maximum square footage permitted on each face.

(b) Height restrictions. Ground signs shall not exceed 30 feet in height above the street grade. The sign shall be no more than six inches from the sign base, and the sign area shall not extend beyond the support structure.

(c) Setbacks. Ground signs shall be constructed a minimum of five feet from the right-of-way line and a minimum of two feet from the side lot line. In no case shall any part of the sign or sign supports project beyond the existing right-of-way line or into the right-of-way. Ground signs must also satisfy all vision triangle requirements of this article.

(d) Reader boards. Reader boards with a changeable message are allowed as part of the total sign area calculation and shall conform to all regulations prescribed in this article.

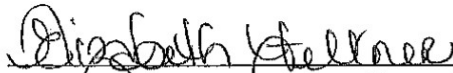
(e) Number of signs. One business identifier ground sign shall be allowed per frontage road on the lot of record.

Section 2: This Ordinance shall take effect and be in full force and effect from and after its passage and publication or posting as required by law.

Adopted this 11th day of March, 2024.


George O. Peterson, Village President

ATTEST:


Elizabeth Felkner, WCMC Village Clerk
Adopted: March 11, 2024
Published: March 14, 2024