

Sign Permits

Signs requiring a permit

In general, a sign permit is required for installation, movement, or structural change of every permanent sign that identifies or advertises a non-residential land use. Exceptions include maintenance to existing signs, swapping cabinet sign faces, flags and holiday decorations, temporary signs, and sandwich board/pedestal signs meeting various standards. See Section 10-1-0901(h) of zoning ordinance for a complete list of signs that do NOT require a permit.

Sign permit application

A copy of the Village's sign permit application is available at Village Hall or www.prairiedusac.net (found under "Building Inspection/Permits" in Building, Planning, and Zoning Department section). The application lists required materials, which include a detailed design of the sign and a site plan or building plan showing where the sign would be placed. There is also an application fee. In rare cases, the Village may need consultant review, which may require an additional fee.

Processing time

Once you submit a complete application and fee, you can expect final Village action in 10 business days in most cases. Certain types of signs also require Plan Commission approval, which will take more time. These include signs that are part of a larger development project or that are treated differently by ordinance.



Why have sign regulations?

- ❖ To promote public safety, especially along public roads and sidewalks
- ❖ To protect and enhance community appearance, following the vision and goals in the Sauk Prairie Comprehensive Plan and other Village adopted plans and guidelines
- ❖ To aid in the development and promotion of business and industry, while avoiding competing signs between adjacent businesses
- ❖ To recognize that different zoning districts and different parts of Prairie du Sac have different characteristics, and that sign regulations should vary based in part on those differences



GUIDE TO THE VILLAGE'S SIGN REGULATIONS

This is a summary of key provisions within Article 9 of the Village's zoning ordinance, related to permits, installation, and maintenance of signs in the Village and its extraterritorial zoning jurisdiction (parts of the Town of Prairie du Sac). See Article 9 of the Village zoning ordinance for detailed requirements, available at Village Hall or www.prairiedusac.net.



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Temporary Signs

Temporary signs are generally defined as signs that are intended or designed for a short-term placement—a couple of days or weeks as opposed to several months or years. While the Village does not require a sign permit for temporary signs, they still need to meet applicable zoning ordinance standards. Common types of temporary signs include “sale” banners, real estate signs, special event signs, temporary signs in windows, and garage/yard sale signs.

Temporary sign regulations

- ❖ Apply to everyone: businesses, individuals, churches, realtors, etc.
- ❖ Limited to one temporary sign per each separate user on a lot at any one time, except construction sites, garage sales, and community events may have two
- ❖ In-window signs unlimited, as long as ≤ 25% of window area is covered
- ❖ May not be placed in public rights-of-way, except with Village approval
- ❖ May not be placed off-site, unless approved in advance by Village
- ❖ Signs that move, flash, inflate, have wheels, or block movement not allowed
- ❖ Temporary off-premise signs ≤32 sq. ft. with Zoning Administrator approval
- ❖ May request that Plan Commission waive or alter above standards

Sandwich board/pedestal signs

No more than one per business, removed every night, not lit, ≤5 ft. tall, ≤3 ft. wide, ≤6 sq. ft./side, and generally not on sidewalk or terrace. Sidewalk placement OK in B-C Central Business district if sign can't fit on private lot, maintains ≥4 ft. of sidewalk width, ≥3 ft. from curb, in front of business, and meets Downtown Design Guidelines.

Summary of Sign Regulations for Non-Residential Districts

Zoning District ²	Maximum Sign Area and Height (ft = feet; sf = square feet) ¹		Maximum Number of Signs ¹
	On-Building ⁴	Freestanding ³	
A-P, A-H A-T, CON	48 sf, or 1 sf of sign area per 1 foot of wall length to a maximum of 100 sf, whichever is greater	Maximum Area—32 sf/side Max Height—8 ft Minimum Setback—3 ft	1 on-building sign and 1 freestanding sign
I-1	Where total floor area < 20,000 sf, follow B-N zoning district sign requirements Where total floor area ≥ 20,000 sf, follow O-R zoning district sign requirements		
B-C⁶	Wall, Awning, Marquee, or Projecting signs allowed: For front wall—2 sf per linear foot of length of that wall; maximum of 100 sf per business For another signable wall ⁵ —1 sf per linear foot of length of that wall; maximum of 50 sf per business (16 sf adjacent to Great Sauk State Trail-GSST)	Maximum Area—42 sf/side Maximum Height—8 ft Minimum Setback—1 ft	2 on-building signs per business on front wall, 1 on other signable wall ⁵ Only 1 projecting or marquee sign type per signable wall ⁵ 1 freestanding sign per lot
B-N	Wall, Awning, or Projecting sign allowed: 1 sf of sign area per linear foot of length of that wall; maximum of 50 sf per business per signable wall ⁵	Maximum Area—50 sf/side Maximum Height—8 ft Minimum Setback—3 ft	1 on-building wall sign per signable wall ⁵ per business 1 freestanding sign per lot
O-R B-R AIR	Wall, Awning, or Projecting sign allowed: 1 sf of sign area per 1 linear foot of length of that wall; max of 150 sf per signable wall ⁵	Maximum Area—64 sf/side Maximum Height—10 ft Minimum Setback—3 ft	1 on-building sign per signable wall ⁵ per business 1 freestanding sign per lot (2 for lots with 500+ ft of frontage)
B-H M-L M-G	Wall, Marquee, or Awning sign allowed: 1 sf of sign area per linear foot of length of that wall, maximum of 300 sf per signable wall ⁵	Maximum Area—64 sf/side (96 sf adjacent to Hwy 12) Maximum Height—20 ft Minimum Setback = selected sign height	1 on-building sign per signable wall ⁵ per business 1 freestanding sign per lot (2 for lots with 200+ ft of frontage)

¹ This table is only a summary of the sign regulations applicable to nonresidential zoning districts. See ordinance Section 10-1-0906 for details.
² Zoning map of the Village and its extraterritorial zoning jurisdiction available at Village Hall or <http://www.prairiedusac.net/>.
³ Pylon signs allowed only in B-H, M-L, and M-G districts. I-1, O-R, B-R, AIR, B-H, M-L & M-G districts also allow “group development signs.”
⁴ Signs within and on windows are also permitted, provided that ≤ 25% of window area covered (≤ 35% if no other signage used for business).
⁵ “Signable wall” means front wall, street side wall, interior side or rear wall with customer entrance facing parking lot, or wall adjacent to GSST.
⁶ B-C signs also subject to illumination, color, material, and other requirements in Section 10-1-0906(d)(3) & Downtown Design Guidelines.

Nonconforming, illegal, and miscellaneous signage provisions

- ❖ Signs that were legally constructed but that do not conform to the current sign regulations of the Village may continue as legal non-conforming signs. Such signs must be removed or brought into conformance when substantially altered or moved, when they fall into disrepair, or when associated business closes.
- ❖ All signs must be soundly built and carefully maintained in accordance with associated sign regulations.
- ❖ Any sign illegally placed in the public right-of-way is subject to immediate removal without notice.
- ❖ Any person aggrieved by a sign ordinance provision or decision of the Zoning Administrator may apply for a variance or appeal to the Zoning Board of Appeals, which has its own process and fee.