


**ORDINANCE NO. 15-07**  
**REVISE CHAPTER 240, §§ 240-36, 240-58 through 240-64, 240-74 and 240-88**  
**OF THE PIERCE COUNTY CODE – SIGNS / LIGHTING**

PIERCE COUNTY BOARD OF SUPERVISORS DOES HEREBY ORDAIN AS  
FOLLOWS:

**SECTION 1: That Chapter 240, Section 240-36, Sections 240-58 through 240-64, Section 240-74 and Section 240-88 of the Pierce County Code are hereby revised as shown in the attached Exhibits A, B, C, and D respectively.**

**SECTION 2: That this Ordinance shall become effective upon its adoption and publication as required by law.**

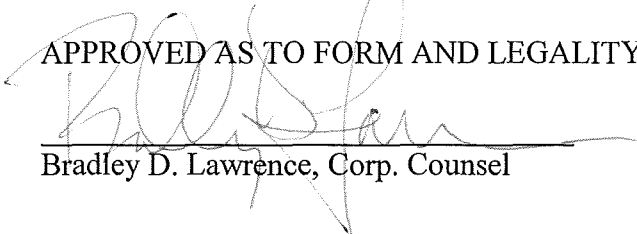
Dated this 22<sup>nd</sup> day of March, 2016.

  
\_\_\_\_\_  
Jeffrey A. Holst, Chair  
Pierce County Board of Supervisors

ATTESTED TO BY:

  
\_\_\_\_\_  
Jamie Feuerhelm, County Clerk

APPROVED AS TO FORM AND LEGALITY BY:

  
\_\_\_\_\_  
Bradley D. Lawrence, Corp. Counsel

Adopted: **ADOPTED**

APR 19 2016

## EXHIBIT A

### ARTICLE IV – Particular Use Requirements

#### § 240-36 Commercial Uses.

##### A. Bed-and-breakfast establishments.

- (1) There shall be no more than eight rooms available for rent to transient guests. A conditional use permit shall be required for bed-and-breakfasts with more than four rooms available to rent in the PA, GR, GRF, and AR Districts.
- (2) Bed-and-breakfast establishments shall comply with the parking requirements of § 240-54.
- (3) All lot size and other dimensional requirements for single-family residences shall be met.
- ~~(4) No more than one on-premises sign shall be permitted. Such sign shall not exceed nine square feet in sign face area.~~

##### B. Boardinghouses.

- (1) There shall be one off-street parking space per sleeping room provided, in addition to two spaces required for residents of the dwelling.
- (2) There shall be no more than eight sleeping rooms provided for boarding.
- (3) All boardinghouses with sleeping rooms above the ground floor shall provide an outside fire escape or escape balcony from an area accessible to the occupants of the upper floor(s) and appropriate exit signs.
- (4) All lot size and other dimensional requirements for single-family residences shall be met.
- ~~(5) No more than one sign shall be permitted. Such sign shall not exceed nine square feet in sign face area.~~

##### C. Family day-care homes. ~~Family day-care homes shall be permitted no more than one sign. Such sign shall not exceed nine square feet in sign face area and shall not be illuminated.~~

##### D. Farm and home based businesses accessory to permitted single-family residences shall be permitted by conditional use permit in agricultural districts, subject to the following:

- (1) The farm and home based business shall be conducted by the owner of the dwelling unit. No more than eight persons not residing on the site may be employed in the business. Farm and home based businesses located in the Exclusive Agriculture District shall not have more than two nonresident farm family member employees. **[Amended by Ord. No. 99-11]**
- (2) If located within a dwelling unit, the farm and home business shall occupy no more than 50% of the dwelling unit. If located in an accessory building, the farm and home business shall not occupy an area greater than 5,000 square feet.
- (3) Minimum lot size shall be five acres.
- (4) Such other conditions as specified by the Land Management Committee pursuant to § 240-76 shall apply.

##### E. General retail and Services. **[Added 6-26-2012 by Ord. No. 12-07]**

##### F. Home Business accessory to principal permitted single-family residences.

- (1) If located within a dwelling unit, the home business shall occupy no more than 50% of the floor area of the dwelling unit. If located in an accessory building, the home business shall not occupy an area greater than 1,500 square feet of such accessory building.
- (2) Minimum lot size shall be two acres.
- (3) The home business shall be conducted by a resident of the dwelling unit. Such home business shall not employ more than two persons who are not residents of the dwelling unit.

- (1) All dogs shall be housed indoors during the hours from 9:00 p.m. to 6:00 a.m.
- (2) Minimum side and rear yards for all structures associated with kennels shall be 200 feet.
- (3) Except as exempted here, all kennels shall be screened from public highways by vegetative screening as described in § 240-31D. Structures located at least 200 feet from the center line of public roads are exempt from the screening requirement.
- (4) There shall be no more than two adult dogs in any single enclosure unit.

J. Lodging facilities.

(1) Density requirements.

- (a) Lodging facilities in which the floor area of each of the occupancy units is less than 450 square feet shall have a maximum density of 16 units per acre (one unit per 2,723 square feet of lot area).
  - (b) Lodging facilities in which the floor area of each of the occupancy units is 450 to 750 square feet in area shall have a maximum density of 12 units per acre (one unit per 3,630 square feet of lot area).
  - (c) Lodging facilities in which the floor area of each of the occupancy unit is greater than 750 square feet shall have a maximum density of six units per acre (one unit per 7,260 square feet of lot area).
  - (d) The allowable density of lodging facilities which include a mixture of unit sizes shall be calculated as follows: The sum of all areas derived by multiplying each unit by its appropriate lot area requirement shall not exceed the total area of the parcel.
- (2) Multiple buildings with lodging facilities may be located on the same parcel but shall be separated from each other by a distance of at least 30 feet.

K. Mini-storage.

- (1) Except in industrial districts, all buildings shall be located a minimum of 50 feet from all lot lines.
- (2) Commercial storage facilities shall not be used as workshops or retail shops.
- (3) Outside storage shall be prohibited.
- (4) Screening with vegetation and/or fencing as approved by the Land Management Committee shall be provided along property lines bordering residential districts.
- (5) Lighting shall be shielded to prevent direct illumination of adjacent properties not in industrial and commercial districts or public rights-of-way.

L. Offices. **[Added 6-26-2012 by Ord. No. 12-07]**

M. Retreat centers. **[Added 4-22-2008 by Ord. No. 07-09]**

- (1) Facilities may not be utilized by the nonparticipating public for meals or overnight accommodations.
- (2) Housing may be in lodges, cabins, or dormitories and other residential structures.
- (3) Each housing structure may have on cooking facility.
- (4) Minimum lot size for the parcel shall be two acres.
- (5) There shall be one off-street parking space provided for each sleeping room provided.
- (6) Retail activities outside the Commercial District shall be limited to those specifically identified in the conditional use permit.
- (7) Adequate, code-compliant, on-site wastewater facilities shall be provided.

~~E. D.~~ Signs shall not resemble, imitate or approximate the shape, size, form or color of traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of traffic signs, signals or devices nor be lighted in such a way so as to cause glare or impair driver visibility upon public roads.

~~F. E.~~ Signs shall not be located or maintained in such a way that prevents free ingress or egress from any floor, window or fire escape, and no sign shall be attached to a fire escape.

~~F.~~ No sign shall contain or use audio speakers.

~~G.~~ Any spotlights used to illuminate signs shall be shielded such that their light source cannot be seen from adjoining roads or properties.

~~H. G.~~ No sign shall be placed on or over the roof of any building.

H. Digital Display and Illuminated Signs

(1) Any spotlights used to illuminate signs shall be shielded such that their light source cannot be seen from adjoining roads or properties.

(2) No flashing, fluttering, intermittent or full-motion video or otherwise animated sign messages shall be permitted.

(3) Malfunctions. A digital display sign must be designed to freeze the display in the event of a control malfunction.

(4) Digital display signs with variable messages must maintain a static display for a minimum of eight seconds. The transition time between one display and the next shall be no longer than two seconds.

(5) The brightness level of a digital display sign shall not exceed 300 nits between the hours of civil sunset and civil sunrise and 5,000 nits between the hours of civil sunrise and civil sunset.

(6) Digital display signs and illuminated signs shall only be allowed in Commercial, Light Industrial and Industrial districts.

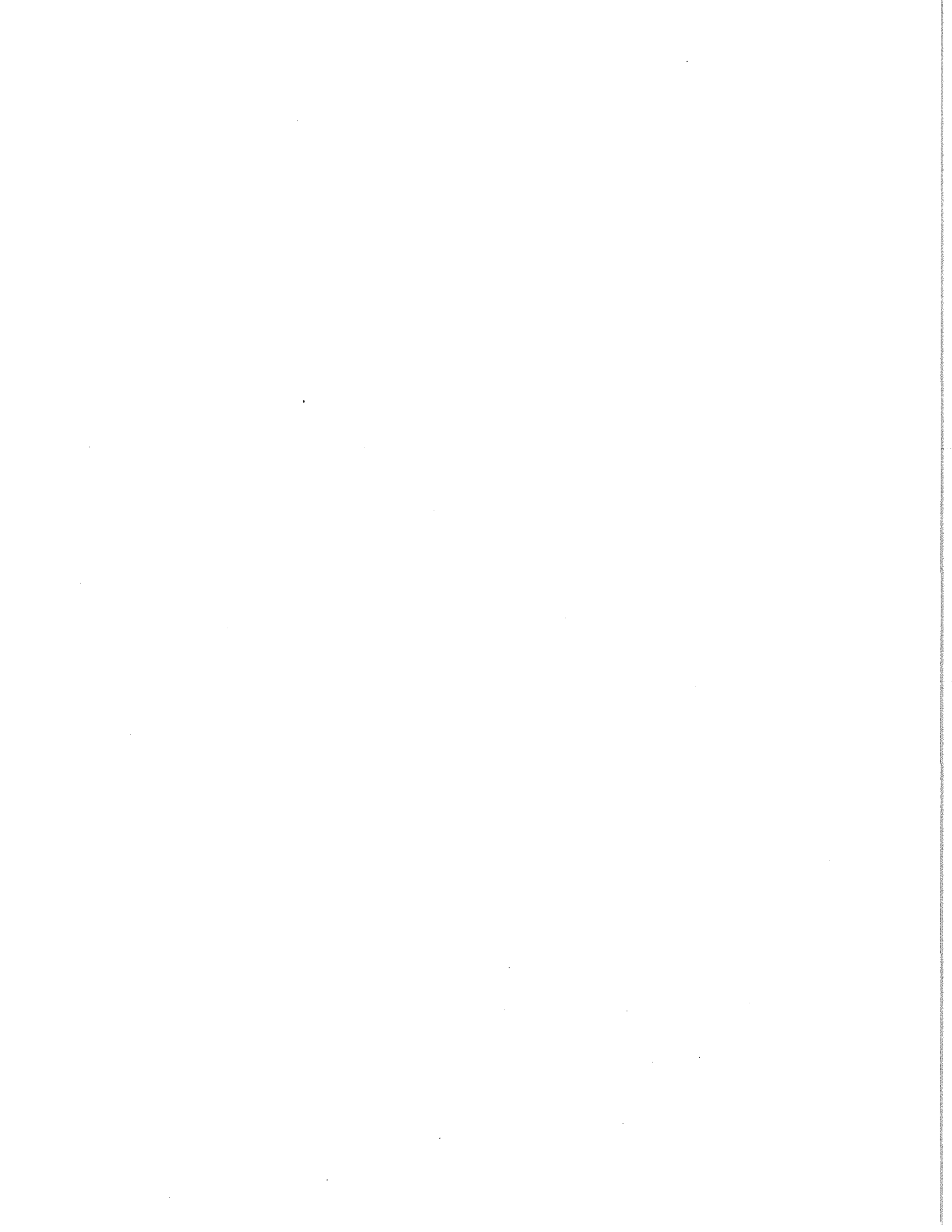
(7) Prior to issuance of a permit for a digital display sign, an applicant shall submit documentation demonstrating that the proposed sign can be automated to comply with the above requirements.

~~I.~~ No sign shall be painted or mounted on rocks or other natural features, except that nameplates and/or addresses for residences and "No Hunting," "No Trespassing," "No Dumping" and signs of a similar nature may be affixed to trees.

~~J.~~ No sign shall contain obscene or derogatory language, symbols or pictures.

~~K.~~ Wall signs.

~~(1)~~ Size. The sign face area of a wall sign shall not exceed 15% of the area of the side of the building to which it is attached. If more than one sign is present, the combined sign face area shall not exceed 15% of the area of the side of the building to which they are attached. The requirement shall be expanded to 20% of the area of the side of the building if such side is greater than 250 feet from the road right of way which is subject to a scenic easement, such as the Great River Road.



A. ~~Election campaign signs shall be subject to the following:~~

- ~~(1) Such signs located on residential property, as defined in § 12.04, Wis. Stats, shall not be erected or displayed prior to the election campaign period, as defined in § 12.04, Wis. Stats., and shall be removed within seven days after the election.~~
- ~~(2) Such signs located on property other than residential property, as defined in § 12.04, Wis. Stats., shall meet the following:~~
  - ~~(a) The signs shall not be placed on public property.~~
  - ~~(b) The signs shall not exceed 24 square feet in sign face area.~~
  - ~~(c) The signs shall not be erected or displayed earlier than 60 days prior to the election to which they pertain.~~
  - ~~(d) The signs shall be removed within seven days after the election.~~
  - ~~(e) The sign shall not be illuminated.~~

B. ~~Temporary real estate signs advertising the sale, rent or lease of property on which the sign is placed shall be subject to the following:~~

- ~~(1) Such signs shall be located at least 15 feet from a lot line.~~
- ~~(2) Such signs shall not be illuminated.~~
- ~~(3) Such signs shall be removed within 10 days of the sale, rent or lease of the property.~~
- ~~(4) The number of such signs shall be limited to one along each road that abuts the property.~~

C. ~~Temporary on-site construction signs promoting a building under construction and/or the contractor(s) for such building shall be subject to the following:~~

- ~~(1) Only one construction sign shall be allowed per construction project.~~
- ~~(2) No such sign shall exceed 24 square feet in sign face area.~~
- ~~(3) No such sign shall be erected prior to beginning of construction.~~
- ~~(4) All such signs shall be removed within one week after completion of construction and prior to occupancy.~~
- ~~(5) Construction signs which are freestanding signs shall be located at least 15 feet from any public right-of-way.~~
- ~~(6) Such signs shall not be illuminated.~~

D. ~~Temporary new development signs. Signs promoting a new subdivision, apartment complex and other new developments shall not exceed 32 square feet in sign face area, shall be located on the premises of the new development and shall not be illuminated. The sign permit for such signs shall expire after two years.~~

E. ~~On-premises residential neighborhood signs shall be freestanding signs only, shall be limited to identifying the name of a neighborhood area, such as a subdivision or housing development, shall not~~

**§ 240-62. Permits. Temporary Sign Requirements**

**A. Basic Requirements**

- (1) Temporary signs shall not be illuminated.
- (2) No temporary signs shall be located in the public right-of-way or on public property unless erected by the federal, state, or local government unit.
- (3) Temporary signs may not exceed 24 square feet in sign face area.
- (4) Temporary signs shall be placed and removed in a time appropriate manner in accordance with the designated purpose of the sign.

**B. Temporary signs that are found by the Zoning Administrator to be erected in violation of this chapter or signs that are erected in a manner which poses a threat to public health and safety may be removed 24 hours following notification of the property owner.**

~~A. The following signs shall require a sign permit as provided in § 240-74:~~

- ~~(1) Directional signs.~~
- ~~(2) On-premises signs which are any of the following:~~
  - ~~(a) Advertising signs which are freestanding or projecting signs.~~
  - ~~(b) Residential neighborhood signs.~~
  - ~~(c) Temporary new development signs.~~
- ~~(3) All off-premises signs, except temporary civic event signs which promote events of community significance.~~

~~B. All other signs not listed in Subsection A shall not require a sign permit but shall comply with the other requirements of this article.~~

~~C. The changing or altering of the sign face area shall require a sign permit, unless the sign is exempted from the permit requirements as provided in Subsection B. The changing of text or logos or the repainting and routine maintenance of signs shall not be deemed changes or alterations requiring a sign permit.~~

**§ 240-63. Nonconforming signs.**

A. Except as specified in Subsection B, nonconforming signs may continue, but structural alterations or repairs are prohibited, unless the sign is brought into conformity with this chapter.

B. Removal of signs; no increase in surface area square footage.

- (1) Signs that are nonconforming because they are in a public right-of-way; are flashing, fluttering, or moving signs; contain obscene language, symbols, or pictures; or which remain beyond a time limit specified by this chapter or by the sign permits shall be removed or brought into compliance. If such sign is not removed or brought into compliance, the owner or lessee of the property upon which the sign is located shall be subject to prosecution and penalties as provided in Article XII, Enforcement.

## EXHIBIT C

### ARTICLE IX – Sign Permits

#### § 240-74. Sign permits.

- A. Applicability. This section only applies to those signs requiring a sign permit, as specified in ~~§-240-62~~ § 240-61, that are erected, moved, structurally altered or reconstructed.
- B. Applications.
- (1) All applications for sign permits shall be made to the Zoning Administrator on forms furnished by the Pierce County Department of Land Management and shall include the following:
    - (a) Name, address and signature of the applicant.
    - (b) Name, address and signature of the property owner, along with proof of ownership, of the site for the proposed sign, if different from the applicant.
    - (c) Type, description and dimensions of the proposed sign.
    - (d) Location of the building, structure or lot to which or upon which the sign is to be attached or erected.
    - (e) A plan, drawn at a scale which produces a clearly legible drawing, showing the following:
      - [1] The distance from the proposed sign to abutting public highways and rights-of-way, private roads and navigable water.
      - [2] The distance from the proposed sign to existing structures and adjacent freestanding or projecting signs.
  - (2) Fee. All sign permit applications shall be accompanied by a fee established by the County Board of Supervisors.
  - (3) No application shall be accepted by the Zoning Administrator until complete as judged by the Zoning Administrator and until all fees established by Pierce County have been paid in full.
- C. Permit issuance or denial. Applications for sign permits shall be reviewed by the Zoning Administrator for compliance with the requirements of this chapter. If compliance is found, the sign permit shall be issued. If compliance is not found, the sign permit shall be denied and the reasons for denial stated.
- D. Expiration. All sign permits shall expire 12 months from the date of issuance if the sign has not been erected. No sign shall be erected, moved, reconstructed or altered after expiration of a sign permit unless a new sign permit is obtained.
- E. Termination. If a sign does not comply with the issued sign permit or this chapter, the sign permit shall be terminated by the Zoning Administrator.



SIGN, PROJECTING -- A sign, generally oriented perpendicular to the face of a building wall, which is attached to a building and which extends more than six inches from a building wall, typically having two viewable sides.

SIGN, TEMPORARY – A sign erected only for a limited period of time in accordance with a use unrelated to the existing principal or accessory use of the property, such as real estate or garage sale signs.

SIGN, WALL -- A sign painted on a building wall and all other signs, oriented parallel to the face of a building wall, which are attached to a building wall and where no part of the structure of the sign extends more than six inches out from a wall, as measured near the points of attachment to the building, nor above the roof of the building, nor beyond the end of a wall.