

Town of Rome
Nekoosa, WI 54457
www.romewi.gov

AGENDA TOWN OF ROME PLAN COMMISSION PUBLIC HEARING AND REGULAR MEETING

TUESDAY, AUGUST 11, 2026

4:00 P.M.

**ROME MUNICIPAL BUILDING
1156 Alpine Drive
Nekoosa, WI 54457**

1. Call to Order
2. Roll Call
3. Certify Posting of Meeting
4. Approve Agenda
5. Citizen Comments – During the Citizen Comment period of the agenda the Plan Commission committee welcomes comments from any town resident, not a member of the Commission, on any item not on the agenda. Please know that pursuant to State law the Commission cannot engage in conversation with you but may ask questions. The Commission may refer the item to staff, a standing committee or a future Plan Commission agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Chair providing their name, address and topic for discussion

The Commission will also take comment from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Commission begins discussion on an agenda item no further comment will be allowed from the public on that issue

NO ACTION CONTEMPLATED POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Recent Correspondences, Current Events, and Announcements
7. Open Public Hearing
 - a. Consideration of an amendment to the findings of fact for the Site Plan/Plan of Operation for Foss's Garden Center, for the property located 1135 CTH D, located in, Section 8, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00674-0000
 - b. Consideration of an amendment to the Site Plan/Plan of Operation for DCM Landscaping, for the property located at 258 Oak Dr, also described as Lots 3-4 of Fiesta Wood Unrecorded Subdivision, located in NE ¼, SW ¼, Section 12, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01490-0000
 - c. Consideration of a Final Plat for Luke's Bluff, to be located in the NW ¼, SW ¼ of the SE ¼ of Section 29, Town 20N, Range 6E, Town of Rome, Adams County, WI; with parcel numbers of 030-00275-0000 and 030-00276-0000; total area 80 acres

- d. Consideration of a Site Plan/Plan of Operation for Central Bistro, for the property located at 1144 County Road D, also described as Lot 1 of CSM 6905, located in SW ¼, NE ¼, Section 08, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00637-0020

8. Close Public Hearing

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

9. Discussion and possible action – Approval of the July 14, 2026 meeting minutes.
10. Discussion and possible action – Recommendation to the Town Board; Consideration of an amendment to the findings of fact for the Site Plan/Plan of Operation for Foss's Garden Center, for the property located 1135 CTH D, located in, Section 8, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00674-0000
11. Discussion and possible action – Recommendation to the Town Board; Consideration of an amendment to the Site Plan/Plan of Operation for DCM Landscaping, for the property located at 258 Oak Dr, also described as Lots 3-4 of Fiesta Wood Unrecorded Subdivision, located in NE ¼, SW ¼, Section 12, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01490-0000
12. Discussion and possible action – Recommendation to the Town Board; Consideration of a Final Plat for Luke's Bluff, to be located in the NW ¼, SW ¼ of the SE ¼ of Section 29, Town 20N, Range 6E, Town of Rome, Adams County, WI; with parcel numbers of 030-00275-0000 and 030-00276-0000; total area 80 acres
13. Discussion and possible action – Recommendation to the Town Board; Consideration of a Site Plan/Plan of Operation for Central Bistro, for the property located at 1144 County Road D, also described as Lot 1 of CSM 6905, located in SW ¼, NE ¼, Section 08, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00637-0020
14. Discussion only – Review of proposed amendments to Article XXV Signs and Billboards concerning signs located within the Gateway Overlay District

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

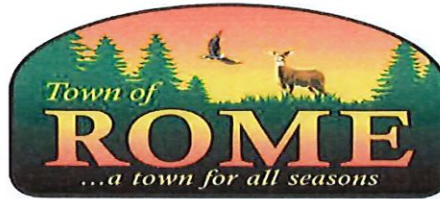
15. Next agenda items
16. Next meeting date and time

ADJOURNMENT

"Speak Your Peace" Commitment – A reminder that the town has adopted the Nine Tools of Civility which commits the Plan Commission committee Members and the Public to be mindful of how we treat each other at meetings. Notification of this meeting has been posted in accordance with the Open Meeting Laws of the State of Wisconsin. The Plan Commission Committee may take action on any item on the agenda. It is possible that the members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the Plan Commission committee. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Wendy Newson, Town Clerk, at 1156 Alpine Drive, Nekoosa, WI 54457, ph. 715-325-8046.

Town of Rome Mission:

*Positively applying the tools of government to serve and protect our people,
strengthen our community and promote prosperity.*



Town of Rome
Nekoosa, WI 54457
www.romewi.gov

TOWN OF ROME PLAN COMMISSION PUBLIC HEARING AND REGULAR MEETING MINUTES

TUESDAY, JULY 14, 2026

4:00 p.m.

1. Call to Order

The meeting was called to order by Chairman Reppen at 4:00 p.m.

2. Roll Call

Present: William Kappel, Bruce Hoepfner, Jerry Wiessinger, Paul Janczak, Vito Giardino and Tim Reppen

Absent/Excused: Heather Dalton

Also present: Zoning Administrator, Emily Arndt

3. Certify Posting of Meeting

Emily Arndt certified that on, Monday, June 29, 2026, the Agenda for the Town of Rome Plan Commission meeting for Tuesday, July 14, 2026 was posted at:

Rome Town Hall

11:02 a.m.

Kwik Trip, LLC

11:20 a.m.

Nekoosa Port Edwards State Bank

11:26 a.m.

Published in the Wisconsin Rapids Tribune

June 30, 2026 and July 7, 2026

4. Approve Agenda

Motion by Wiessinger/Giardino to approve the agenda. Motion carried.

5. Citizen Comments – During the Citizen Comment period of the agenda the Plan Commission committee welcomes comments from any town resident, not a member of the Commission, on any item not on the agenda. Please know that pursuant to State law the Commission cannot engage in conversation with you but may ask questions. The Commission may refer the item to staff, a standing committee or a future Plan Commission agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Chair providing their name, address and topic for discussion

The Commission will also take comment from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Commission begins discussion on an agenda item no further comment will be allowed from the public on that issue

No citizen comments received.

NO ACTION CONTEMPLATED POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Recent Correspondences, Current Events, and Announcements

No updates given.

7. Open Public Hearing

- a. Consideration of the issuance of a Conditional Use Permit for the following purpose: a storage business at the property located at 1367 Alpine Dr, owned by Archer Creek LLC, also described as Lot 2 of CSM 3742, located in NE ¼, SW ¼, Section 07, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00625-0020

Agenda items 7a & 7b to be discussed together.

Zoning Administrator Emily Arndt gave an overview of the application. Applicant Archer Creek LLC has applied for a conditional use permit and site plan/plan of operation for the purpose of expanding their storage rental buildings/business on their property located at 1367 Alpine Dr. The property is zoned B-1 Business and is currently operating as a storage business. There is no active conditional use permit for this property so the applicant is required to obtain a conditional use permit with the proposed construction of additional rental buildings. Letters were sent to five property owners within 200' of the affected property.

Pat Terrill, 1369 Alpine Drive, asked to see the plans for the building and easement.

Discussion regarding buffer requirements/design standards for a property zoned as B-1 Business.

Owner Andy Wenzlaff was present and addressed all concerns and questions.

- b. Consideration of a site plan/plan of operation for Archer Creek LLC, for the property located at 1367 Alpine Dr, also described as Lot 2 of CSM 3742, located in NE ¼, SW ¼, Section 07, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00625-0020

Agenda items 7a & 7b were discussed together.

- c. Consideration of a site plan/plan of operation for Clear Trail Properties, for the property located at 1144 County Road D, also described as Lot 1 of CSM 6905, located in SW ¼, NE ¼, Section 08, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00637-0020

Zoning Administrator Emily Arndt gave an overview of the application. Applicant Clear Trail Properties has submitted a site plan and plan of operation for a property management business located within the multi-tenant building at the property located at 1395 Alpine Dr. The property is zoned B-1 Business District and is also partially within the Gateway Overlay District. Letters were sent to four property owners within 200' of the affected property.

Ashley Lang, owner of the business, was present to answer any questions.

Discussion regarding signage requirements of the building she would be renting out from Heartland Custom Homes.

8. Close Public Hearing

Motion by Kappel/Wiessinger to close the public hearing. Motion carried.

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

9. Discussion and possible action – Approval of the June 9, 2026 meeting minutes.

Motion by Kappel/Wiessinger to approve the June 9, 2026 meeting minutes as presented. Motion carried.

10. Discussion and possible action – Recommendation to the Town Board; Consideration of the issuance of a Conditional Use Permit for the following purpose: a storage business at the property located at 1367 Alpine Dr, owned by Archer Creek LLC, also described as Lot 2 of CSM 3742, located in NE ¼, SW ¼, Section 07, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00625-0020

Discussion regarding the location of the business and additional units being built as well as the color schematics for said buildings.

Motion by Wiessinger/Giardino to make the recommendation to the Town Board to approve the issuance of a conditional use permit for the property located at 1367 Alpine Drive, incorporating the Findings of Fact. Motion carried.

11. Discussion and possible action – Recommendation to the Town Board; Consideration of a site plan/plan of operation for Archer Creek LLC, for the property located at 1367 Alpine Dr, also described as Lot 2 of CSM 3742, located in NE ¼, SW ¼, Section 07, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00625-0020

Motion by Wiessinger/Janczak to make the recommendation to the Town Board to approve the site plan/plan of operation for Archer Creek LLC at 1367 Alpine Drive, incorporating the Findings of Fact. Motion carried.

12. Discussion and possible action – Recommendation to the Town Board; Consideration of a site plan/plan of operation for Clear Trail Properties, for the property located at 1144 County Road D, also described as Lot 1 of CSM 6905, located in SW ¼, NE ¼, Section 08, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00637-0020

Motion by Kappel/Wiessinger to send a positive recommendation to the Town Board for the site plan/plan of operation for Clear Trail Properties at 1144 CTH D, including the Findings of Fact. Motion carried.

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items

- Gateway Signage
- Hardship Request
- Site Plan/Plan of Operation
- Final Plat for Luke's Bluff

14. Next meeting date and time

August 11, 2026 at 4:00 p.m.

ADJOURNMENT

Motion by Kappel/Reppen to adjourn at 4:25 pm. Motion carried.

Respectfully submitted,

Taylor Owczynsky

Taylor Owczynsky

Deputy Clerk/Treasurer



Town of Rome
Nekoosa, WI 54457
www.romewi.com

Plan Commission Zoning Administrator Report

Item 7a & 10

Applicant Foss's Garden Center is requesting an amendment to their findings of fact for the Site Plan/Plan of Operation for the property located at 1367 Alpine Dr. The property is zoned B-1 Business and located within the Gateway Overlay District. The reasoning for the amendment is due to hardship. Letters were sent to 7 property owners within 200' of the affected property.

Item 7b & 11

Applicant DCM Landscaping is requesting an amendment to the Site Plan/Plan of Operation for the property located at 258 Oak Dr. This amendment would include the addition to their heated storage buildings. Letters were sent to 8 property owners within 200' of the affected property.

Item 7c & 12

Applicant Kevin Hendricks has submitted a Final Plat for the subdivision "Luke's Bluff". Please find attached materials from Combs & Associates in accordance with Town Code § 326-14 Subdivision procedure. The subdivision will have 16 lots and 2 outlots with lot sizes ranging from 2.4 acres to 3.41 acres. Letters were sent to 25 property owners within 200' of the affected property. As a Final Plat, this item is a recommendation to Town Board. This is located on Archer Ave west of 16th Ave, on the north side of the road.

Item 7d & 13

Applicant Central Bistro has submitted a Site Plan/Plan of Operation for a Breakfast Restaurant within the multi-tenant building at the property located at 1144 CTH D. The property is zoned B-1 Business District and is also partially within the Gateway Overlay District. Letters were sent to 4 property owners within 200' of the affected property.

Item 14

Discussion regarding the Signs and Billboard Ordinance, specifically the Gateway Overlay District. The Town has received several sign permit applications in recent months that have highlighted limitations within the current sign ordinance. After reviewing these applications, staff has had to deny multiple requests because they do not comply with the existing regulations. Additionally, a review of signage within the Gateway Overlay District has identified a significant amount of existing noncompliant signage and has demonstrated that the current ordinance does not provide adequate sign area for many existing businesses. These issues suggest that revisions to the ordinance should be considered to better balance community aesthetics with the practical signage needs of local businesses while maintaining the intent of the Gateway Overlay District.

FINDINGS OF FACT:

- 1) A full and complete application was filed by Richard T. Foss, and received September 18, 2023 (herein referred to as "Application") seeking a Site Plan & Plan of Operation Review for the property located 1135 CTH D, located in, Section 8, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00674-0000
- 2) The Site Plan & Plan of Operation Review request is to allow for the operation of a greenhouse & garden center
- 3) The property is zoned B-1 Business District, as defined in Chapter 360 of the Town Code.
- 4) The Town of Rome Planning Commission duly set this matter upon the agenda of a public meeting and considered the above-described application with the public hearing a matter of record of the Planning Commission meeting of October 10, 2023.
- 5) At the public hearing on the Application held by the Town of Rome Plan Commission on October 10, 2023, evidence and testimony was presented by the Applicant, and all interested persons were allowed an opportunity to speak, a full and complete record of which will be detailed in the minutes of the Plan Commission.
- 6) At the conclusion of the public hearing, after consideration and discussion of the application, public comments, and the report received by staff, the Planning Commission, upon a motion duly seconded, approved the request for the Site Plan & Plan of Operation, and the following findings were found by the Plan Commission:
 - a. The Site Plan & Plan of Operation conforms with the standards of the applicable district in which it is located.
 - b. The establishment, maintenance or operation of the proposed use will not be detrimental to or endanger the public health, safety or general welfare of the occupants of surrounding lands.

The Town of Rome Plan Commission hereby recommends approval of the Site Plan & Plan of Operation request submitted by Richard T. Foss, to allow for the operation of a greenhouse & garden center at parcel # 030-00674-0000. The following additional conditions were placed on the approval:

- a. Buildings D&E, which are 21 x 96, would be removed in 11 months if no other zoning code changes occur, allowing width
- b. allow 24 months to complete paving requirements of Gateway Overlay. from 24 to 21 to occur.
- c. allow 12 months to upgrade sign without banner.
- d. Refuse containers to be placed behind buildings as enclosed per zoning Code B-1.

The term of the conditional use shall be indefinite, unless noted above.

Michael Baker
Planning Commission Chair

10-10-23
Date

P. Bauer
Planning Commission Secretary

10-10-23
Date

*Signature of Owner/Applicant: Richard T. Foss

Date: 10-10-23

*Signature of Owner/Applicant: Doreen Foss

Date: 10-10-23

Note: if Owner is other than Applicant and is unable to sign, please attach written authorization from Owner allowing Applicant to sign on their behalf.

FINDINGS OF FACT:

1. A full and complete application was filed by Foss's Garden Center and received July 20, 2026 (herein referred to as "Application") seeking a Site Plan and Plan of Operation Review for 1135 CTH D, also described as Section 8, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00674-0000.
2. The property is zoned (B-1) Business District and falls within Gateway Overlay District, as defined in Chapter 360 of the Town Code.
3. The Rome Town Code, Article XXXI Gateway Overlay District refers to § 360-81.1 and § 360-81.6 which specifies requirements for design review and approval of development projects in the Commercial "A" Subdistrict of Rome Town Center District (RTC), with review by the Plan Commission focusing on layout of the development, including placement, setbacks, parking areas, open areas, and landscaping.
4. The Town of Rome Plan Commission duly set this matter upon the agenda of a public meeting and considered the above-described application with the public hearing a matter of record of the Plan Commission meeting of August 11, 2026.
5. At the public hearing for the Application held by the Town of Rome Plan Commission on August 11, 2026, evidence and testimony was presented by the Applicant, and all interested persons were allowed an opportunity to speak, a full and complete record of which will be detailed in the minutes of the Plan Commission.
6. At its meeting, the Town of Rome Plan Commission reviewed the Zoning Administrator's report of Site Plan and Plan of Operation Application completeness, as well as consistency with applicable standards in the Town of Rome Zoning Ordinance. A full and complete record the review shall be detailed in the minutes of the Plan Commission.
7. Based upon a review of the Application, and the report received by staff, the following findings were found by the Plan Commission:
 - a. The Applicant has met or is in the process of complying with all of the submittal requirements, as specified on the Site Plan and Plan of Operation Checklist.
 - b. The purpose and location of the proposed project conforms with the standards under the applicable subdistrict as a permitted use and in general characteristics.
 - c. The proposed project conforms to the applicable development, architectural, landscape and signage standards for the B-1 Business District and the Gateway Overlay District

The Town of Rome Plan Commission hereby recommends approval of the Site Plan and Plan of Operation Application submitted by Foss's Garden Center, and recommends to the Town Board approval of the developer's project proposal. The following additional conditions were placed on the approval (if applicable):

- a. _____
- b. _____
- c. _____

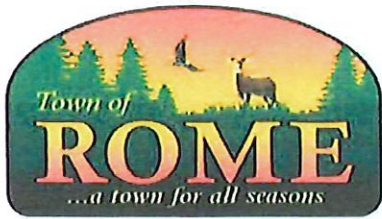
Planning Commission Chair: _____ Date: _____

Planning Commission Secretary: _____ Date: _____

By signing, Applicant agrees to comply with all conditions placed on approval. Applicant further understands that failure to comply with the stated conditions may result in the termination of the approval.

Signature of Owner/Applicant: _____ Date: _____

Signature of Owner/Applicant: _____ Date: _____
Note: if Owner is other than Applicant and is unable to sign, please attach written authorization from Owner allowing Applicant to sign on their behalf.

**OFFICE USE ONLY:**

Date: _____ PERMIT #: _____
Parcel #: _____ Zoning District: _____
Waterfront Yes No

Zoning Department

1156 Alpine Drive Phone: 715 325-8019

Nekoosa, WI 54457 Fax: 715 325-8035

Email: zoning@romewi.gov

www.romewi.gov

**SITE PLAN & PLAN OF
OPERATION REVIEW APPLICATION
\$350.00 APPLICATION FEE**

* **ADDITIONAL REGULATIONS:** The undersigned hereby applies for a Permit to do work described and located as shown on this application and the attached plot plan. For your protection, you should determine if your project is subject to regulations of any other entity such as Adams County, the State of Wisconsin, or a homeowners association.

* **SETBACKS:** All lot lines shall be physically marked for all setbacks that are less than ten feet greater than the required setback (e.g. side lot setback = 10 ft., if actual setback will be less than 20 ft., must mark lot line). **IMPORTANT NOTE:** Permits are issued based upon information submitted including the plot plan. It is the property owner/contractor responsibility to complete construction according to the approved submittals and in accordance with all ordinances and with all laws of the State of Wisconsin applicable to said premises and work.

CIRCLE ONE: DWELLING ATTACHED ACCESS, BUILDING DETACHED ACCESS, BUILDING SHED COMMERCIAL OTHER**PLEASE PRINT CLEARLY & FILL OUT COMPLETELY**

Owned By: Don & Mike L. Travn Phone: 715 325 5598
(First) (Middle Initial) (Last)

Mailing Address: 258 Oak Dr.**Property Description:**

Gov. Lot: _____ or _____ 1/4, _____ 1/4, Sec. _____, T _____ N, R _____ E

Lot: _____; Block: _____; Addition: _____; Subdivision: _____

Property Address: 258 Oak Dr.Lot / Parcel Size: Width: _____ Length: _____ Acres / Sq. Ft.: 3-5.25Construction Description: addition to heated storage building
(New Dwelling, Addition, Accessory Building, Shed)Use: to keep trucks etc. in for winter and out of RM
(Residence, Residential Accessory, Commercial, Industrial, Public etc.)Type of Construction (if Manufactured Home, list year): Pole building
(Frame, Masonry, Manufactured, Pole, etc.)Building Description: Width: 36 Length: 30 Area: 1080 Sq. Ft.
Height: 14' No. of Stories: 1 No. of Bedrooms: _____

IMPORTANT NOTICES: IT IS THE RESPONSIBILITY OF THE PERSON SIGNING TO CALL FOR REQUIRED INSPECTIONS. THE UNDERSIGNED FURTHER ACKNOWLEDGES: (1) THAT THEY HAVE READ *NOTES ABOVE, AND THE NOTICE ON THE BACK OF THIS PERMIT APPLICATION REGARDING WETLANDS. (2) THAT THE SIGNATURE BELOW ALSO GRANTS CONSENT FOR DEPARTMENT STAFF TO ENTER PREMISES.

Signature of Owner or Agent: [Signature] Cell # 715 459 7026Printed Name: Mike Travn E-mail: don.landscaping@ymail.comAddress: 258 Oak Dr.

OFFICE USE ONLY:
Zoning: S
Paid: \$ 250.00
(check # or cash)
Date: 1-21-26
By: [Signature]

Comments / Conditions: _____

Approved by: _____ Date: _____
Denied by: _____ Date: _____

TOWN OF ROME
SITE PLAN AND PLAN OF OPERATION
CHECKLIST

NOTE: ***Bold Italic*** items are to be indicated on the Site Plan. Use the space provided on this form for comments.

1. Project Owner: Mike Town Phone: 715 454 7026
Mailing Address: _____
2. Project Operator: Same Phone: _____
Mailing Address: _____
3. ***Project Site Information:***
Parcel Number: _____ Legal Description: _____ Address: 258 Oak Dr.
Lot Size: Depth: _____ Width: _____ Acres: _____ Zoning: _____
4. ***Name and address of all owners of abutting parcels:*** Dennis Libecky, Greg
5. ***All existing lot lines, easements and rights-of-way. Include area in acres or square feet, abutting land uses and structures:*** _____
6. ***The location and use of all existing and proposed structures within the development. Indicate design details to make new construction compatible with existing structures:*** _____

7. ***Dimensions and Number of Stories of all Buildings:***
Building A: existing garage storage
Dimensions: 30x60 Stories / Height: 14 Use: garage
Building B:
Dimensions: 36x72 Stories / Height: 10' Use: storage
Building C:
Dimensions: 30x60 Stories / Height: 2 Use: flor
Total Floor Area: _____
8. ***Outside Storage:*** No Yes: _____
9. ***Traffic flow patterns within the site, entrances and exits, loading and unloading areas, parking areas, sidewalks, ramps, curb cuts on the site and within 100 feet of the site:*** _____
- Parking:*** Number of Spaces: _____ Employee Parking: _____
Dimensions of Parking Lot: _____ Type of Construction: _____
10. ***Outside Events:*** ☒ No Yes Frequency: _____
11. Maximum Number of Employees: Full-Time: owner plus family Part-Time: 1
12. Days & Hours of Operation: 7-5
13. ***A landscape plan showing existing and proposed vegetation cover and water sources, and all proposed changes to these features, including size and type of plant material, drainage and storm-water retention areas and grade alterations:*** _____
14. ***Outdoor Lighting:*** Type: Building lights Location: on buildings

15. Signs: The location, height, size, materials, and design of all proposed signage:

Free-Standing Number: 1 Size(s): 4x8 Location(s): City D

Single or Double Faced: Double Materials: _____

Wall Mounted Number: 1 Size(s): 4x8 Materials: _____

Lighted: ☒ Yes: City D

16. Outside Food and / or Beverage Service: ☒ No Yes: _____

17. Inside and / or Outside Music (type, hours & days): ☒ No Yes: _____

18. Refuse Disposal: Public: _____ Private: 1

Refuse Containers (type & location): by building 30+ years

19. Is a Commercial Transfer Site Permit Required: No ☒ Yes Date Issued: Pay each year

20. Fencing or Screening: ☒ No ☒ Yes: trees along City D

21. Sanitary System: For the house

22. Any Potential Problems or Nuisances such as Odor, Smoke, Vibration or Noise Resulting from this Operation: ☒ No Yes: _____

23. Surface Water Drainage Facilities: Storm Water Retention, Flow of Surface Water, and Amount of Impervious surfaces: _____

24. Any Special License Required to be obtained from Local, State or Federal Licensing Agencies for the proposed Operation: ☒ No Yes: Just Business License, Nursery

25. Did the Wisconsin Department of Commerce Approve the Building Plans?: ☒ No Yes
Date Approved: _____ Comments: _____

26. Expansion of an Existing Operation: ☒ No Yes: Just building

27. Onsite Sale of any Items and / or Services: ☒ No Yes: Material for jobs
no work done on site as provided

28. Does this Operation Involve the Production of any Items? ☒ No Yes: _____

29. Description of the Production Process: X

30. Any Chemicals, Hazardous Waste, Solvents, Gasoline or other Petroleum Products Stored on the Site: No ☒ Yes: gas, oil stored separate fire safe

How are the Chemicals, Wastes and Solvents Disposed of: oil is recycled

31. Does this Operation Involve the Boarding of Animals: ☒ No Yes: _____

Additional information may be required by the Zoning Administrator, Town Plan Commission, Town Board, and any other governmental agencies having jurisdiction of this site plan and plan of operation.

Property Owner Signature: [Signature] Date: 7-18-26

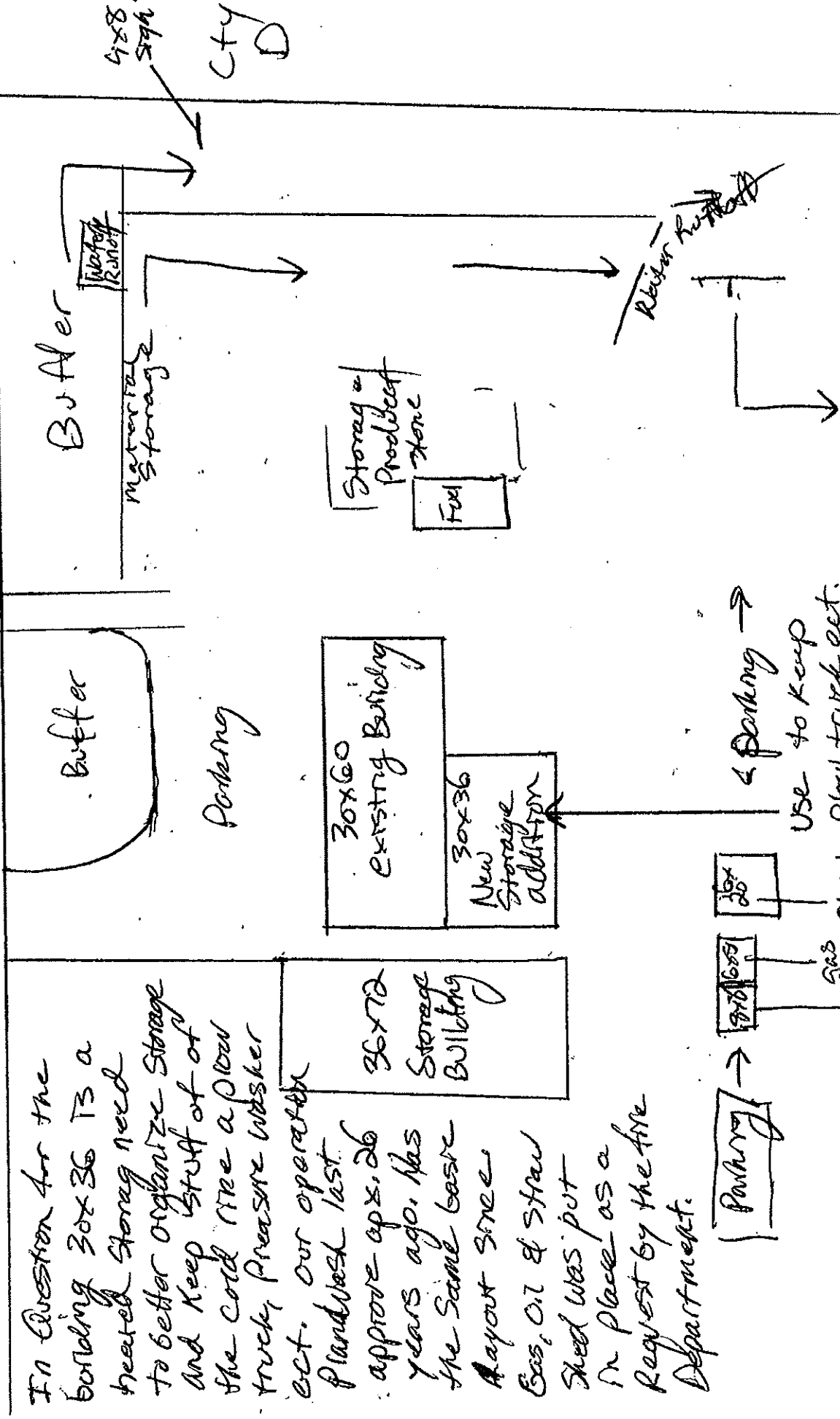
Plan of operation Since 1991

Address
258 Oak Dr

- Oak Dr

In Question for the building 30x36 is a heated storage need to better organize storage and keep stuff out of the cold. We a plow truck, pressure washer ect. our operator plandash last.

approve apx. 26 years ago. Has the same basic layout since. Gas, oil & straw shed was put in place as a request by the fire Department.



5.25 Acres

FINDINGS OF FACT:

1. A full and complete application was filed by DCM Landscaping, and received July 22, 2026 (herein referred to as "Application") seeking a Site Plan and Plan of Operation Review for 258 Oak Dr, also described as Lots 3-4 of Fiesta Wood Unrecorded Subdivision, located in NE ¼, SW ¼, Section 12, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01490-0000
2. The property is zoned (B-1) Business District, as defined in Chapter 360 of the Town Code.
3. The Town of Rome Plan Commission duly set this matter upon the agenda of a public meeting and considered the above-described application with the public hearing a matter of record of the Plan Commission meeting of August 11, 2026.
4. At the public hearing for the Application held by the Town of Rome Plan Commission on August 11, 2026, evidence and testimony was presented by the Applicant, and all interested persons were allowed an opportunity to speak, a full and complete record of which will be detailed in the minutes of the Plan Commission.
5. At its meeting, the Town of Rome Plan Commission reviewed the Zoning Administrator's report of Site Plan and Plan of Operation Application completeness, as well as consistency with applicable standards in the Town of Rome Zoning Ordinance. A full and complete record the review shall be detailed in the minutes of the Plan Commission.
6. Based upon a review of the Application, and the report received by staff, the following findings were found by the Plan Commission:
 - a. The Applicant has met or is in the process of complying with all of the submittal requirements, as specified on the Site Plan and Plan of Operation Checklist.
 - b. The purpose and location of the proposed project conforms with the standards under the applicable subdistrict as a permitted use and in general characteristics.
 - c. The proposed project conforms to the applicable development, architectural, landscape and signage standards for the B-1 Business District.

The Town of Rome Plan Commission hereby recommends approval of the Site Plan and Plan of Operation Application submitted by DCM Landscaping, and recommends to the Town Board approval of the developer's project proposal. The following additional conditions were placed on the approval (if applicable):

- a. _____
- b. _____
- c. _____

Planning Commission Chair: _____ Date: _____

Planning Commission Secretary: _____ Date: _____

By signing, Applicant agrees to comply with all conditions placed on approval. Applicant further understands that failure to comply with the stated conditions may result in the termination of the approval.

Signature of Owner/Applicant: _____ Date: _____

Signature of Owner/Applicant: _____ Date: _____

Note: if Owner is other than Applicant and is unable to sign, please attach written authorization from Owner allowing Applicant to sign on their behalf.

LUKE'S BLUFF

AN ADAMS COUNTY PLAT
LOCATED IN ALL OF THE NORTHWEST QUARTER OF THE SOUTHEAST
QUARTER AND SOUTHWEST QUARTER OF THE SOUTHEAST QUARTER
OF SECTION 22, T.20N., R.5.E. OF THE 4TH P.M., TOWN OF ROME,
ADAMS COUNTY, WISCONSIN.

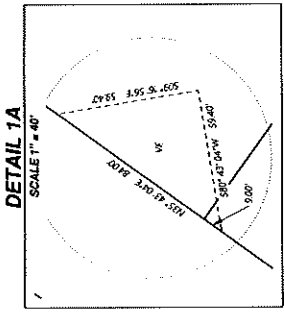
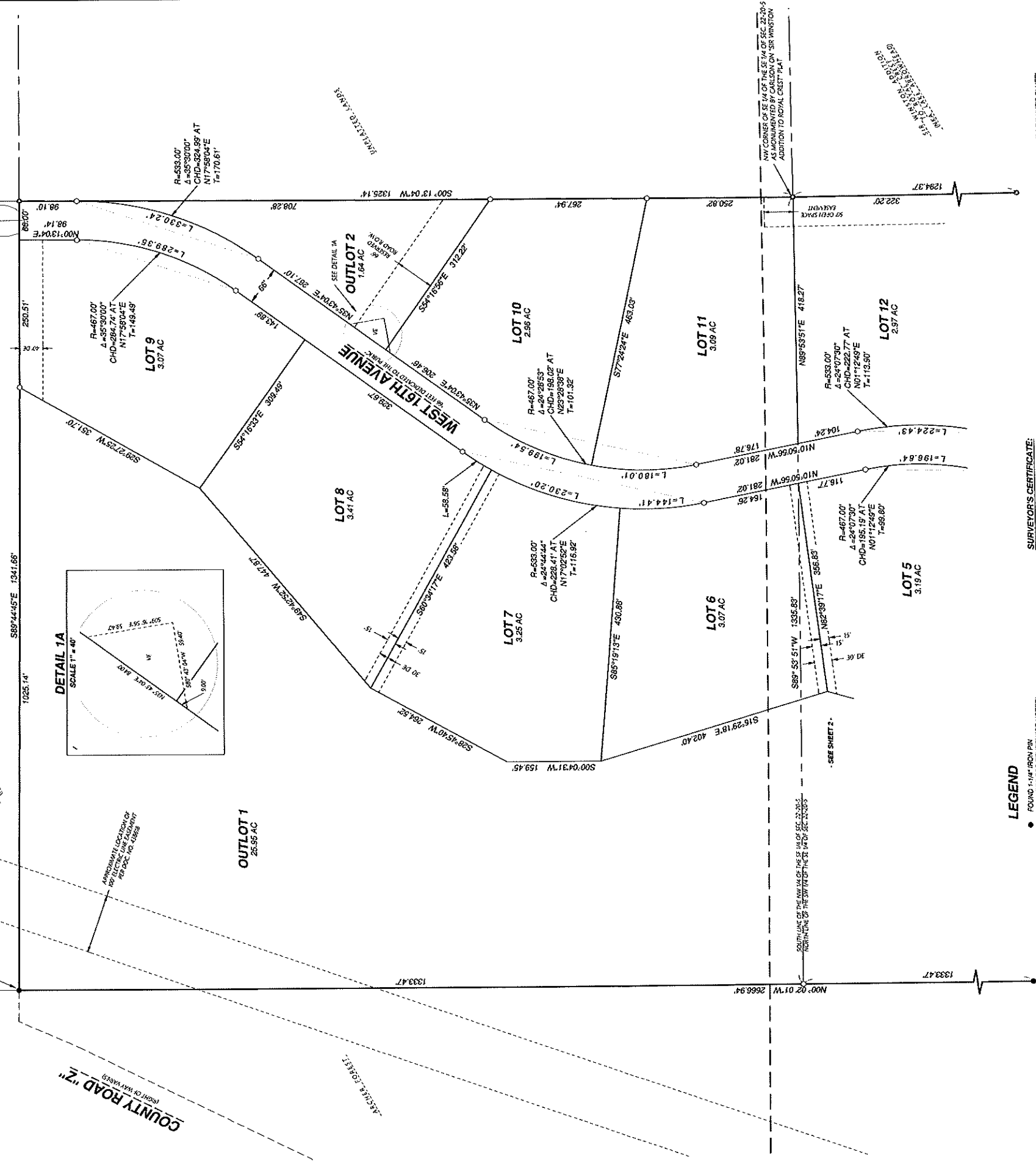
OWNER:
KIDO LLC
P.O. BOX 1185
JANESVILLE, WI 53617

APPROVING AUTHORITIES:
JANESVILLE, WISCONSIN
TOWN OF ROME

SURVEYOR:
RYAN M. COMBS, INC.
109 W. MILWAUKEE STREET
JANESVILLE, WI 53548

CENTER OF SEC. 22-20-5
AS MONUMENTED BY RHINEHART ON
"ARCHER FOREST" PLAT

ADAMS COUNTY
JANESVILLE, WISCONSIN



LEGEND

- FOUND 1.5\" 1\" IRON PIN (UNLESS OTHERWISE NOTED)
- FOUND 2\" IRON PIPE
- FOUND HARRISON MONUMENT
- SET IRON PIN 1.5\" 1\" IRON PIN (UNLESS OTHERWISE NOTED)
- SET MAG NAIL
- VISION EASEMENT
- DE DRAINAGE EASEMENT
- ALL OTHER LOT AND OUTLOT CORNERS ARE STAKED WITH 3/4\" 1\" 24\" REBAR, WEIGHING 1.50 LBS/LIN.FT.

NOTES:
ALL LINEAR MEASUREMENTS HAVE BEEN MADE TO THE NEAREST ONE HUNDREDTH OF A FOOT. ALL ANGULAR MEASUREMENTS HAVE BEEN MADE TO THE NEAREST FIVE SECONDS AND COMPUTED TO THE NEAREST ONE-HALF SECOND.

UTILITY EASEMENTS AS SET FORTH ARE FOR THE USE OF PUBLIC BODIES AND UTILITY COMPANIES HAVING RIGHTS TO SERVE THE PLATTED AREA.

"LUKE'S BLUFF" CREATES 16 LOTS AND 2 OUTLOTS FROM 80.49 ACRES. CENTERLINE STREET LENGTHS CREATED:
WEST 16TH AVENUE = 2771 FEET
EAST-WEST ROAD = 281 FEET

NO BUILDINGS WHICH PRODUCE WASTEWATER AREA ALLOWED ON LOTS UNTIL ACCEPTABLE MEANS OF WASTEWATER DISPOSAL IS APPROVED BY THE NECESSARY GOVERNMENTAL AGENCIES.

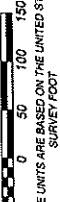
THIS SURVEY IS SUBJECT TO ANY AND ALL EASEMENTS AND AGREEMENTS, RECORDED AND UNRECORDED.

A SURVEY DOES NOT TRANSFER OR CONVEY OWNERSHIP. A SEPARATE INSTRUMENT MUST BE FILED WITH THE REGISTER OF DEEDS TO TRANSFER OR CONVEY THE PROPERTY.

FIELDWORK COMPLETED JULY 14, 2025.

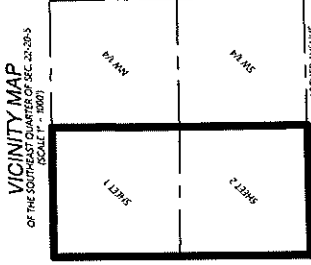


GRAPHIC SCALE: 1\" = 100'



DISTANCE UNITS ARE BASED ON THE UNITED STATES SURVEY FOOT

BEARINGS BASED ON THE WISCONSIN COORDINATE REFERENCE SYSTEM, ADAMS COUNTY, THE NORTH LINE OF THE SOUTHEAST QUARTER OF SECTION 22-20-5 BEARS S89°44'48\" E.



SURVEYOR'S CERTIFICATE:

I, RYAN M. COMBS, PROFESSIONAL LAND SURVEYOR, HEREBY CERTIFY THAT I HAVE SURVEYED, DIVIDED AND MAPPED THE PLAT OF "LUKE'S BLUFF", BEING ALL OF THE NORTHWEST QUARTER OF THE SOUTHEAST QUARTER AND SOUTHWEST QUARTER OF THE SOUTHEAST QUARTER OF SECTION 22, T.20N., R.5.E. OF THE 4TH P.M., TOWN OF ROME, ADAMS COUNTY, WISCONSIN.

BOUND AND DESCRIBED AS FOLLOWS:

BEGINNING AT THE SOUTH QUARTER CORNER OF SECTION 22 AFORESAID; THENCE, N07°20'1\" W ALONG THE WEST LINE OF SAID SOUTHQUARTER 2068.94 FEET TO A ROUND IRON PIPE MONUMENT; THENCE, S89°44'48\" E ALONG THE WEST LINE OF THE NORTHWEST QUARTER OF SAID SOUTHEAST QUARTER 1341.88 FEET TO A ROUND IRON PIPE MONUMENT; THENCE, S89°44'48\" E ALONG THE WEST LINE OF THE SOUTHWEST QUARTER OF SAID SOUTHEAST QUARTER 1255.14 FEET TO A POINT ON THE SOUTH LINE OF SAID SOUTHEAST QUARTER; THENCE, S89°44'48\" E ALONG THE SOUTH LINE OF SAID SOUTHEAST QUARTER 1944.19 FEET TO THE POINT OF BEGINNING.

THAT SUCH MAP IS A CORRECT REPRESENTATION OF ALL EXTERIOR BOUNDARIES OF THE LAND SURVEYED AND THE DIVISION OF THAT LAND, THAT I HAVE MADE SUCH SURVEY, DIVISION AND MAP BY THE DIRECTION OF KIDO LLC AND THAT I HAVE FULLY COMPLIED WITH THE PROVISIONS OF CHAPTER 226.34 OF THE WISCONSIN STATUTES AND THE SUBDIVISION REGULATIONS OF THE TOWN OF ROME AND THE COUNTY OF ADAMS IN SURVEYING, DIVIDING, MAPPING AND DEDICATING THE SAME.

GIVEN UNDER MY HAND AND SEAL THIS _____ DAY OF _____, 20____, AT JANESVILLE, WISCONSIN.

DATE 09/15/2025	REVISED 12/02/2025
BY SWC	APPROVED RMC
PROJECT NO. 125-160	

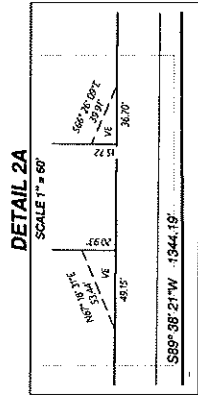
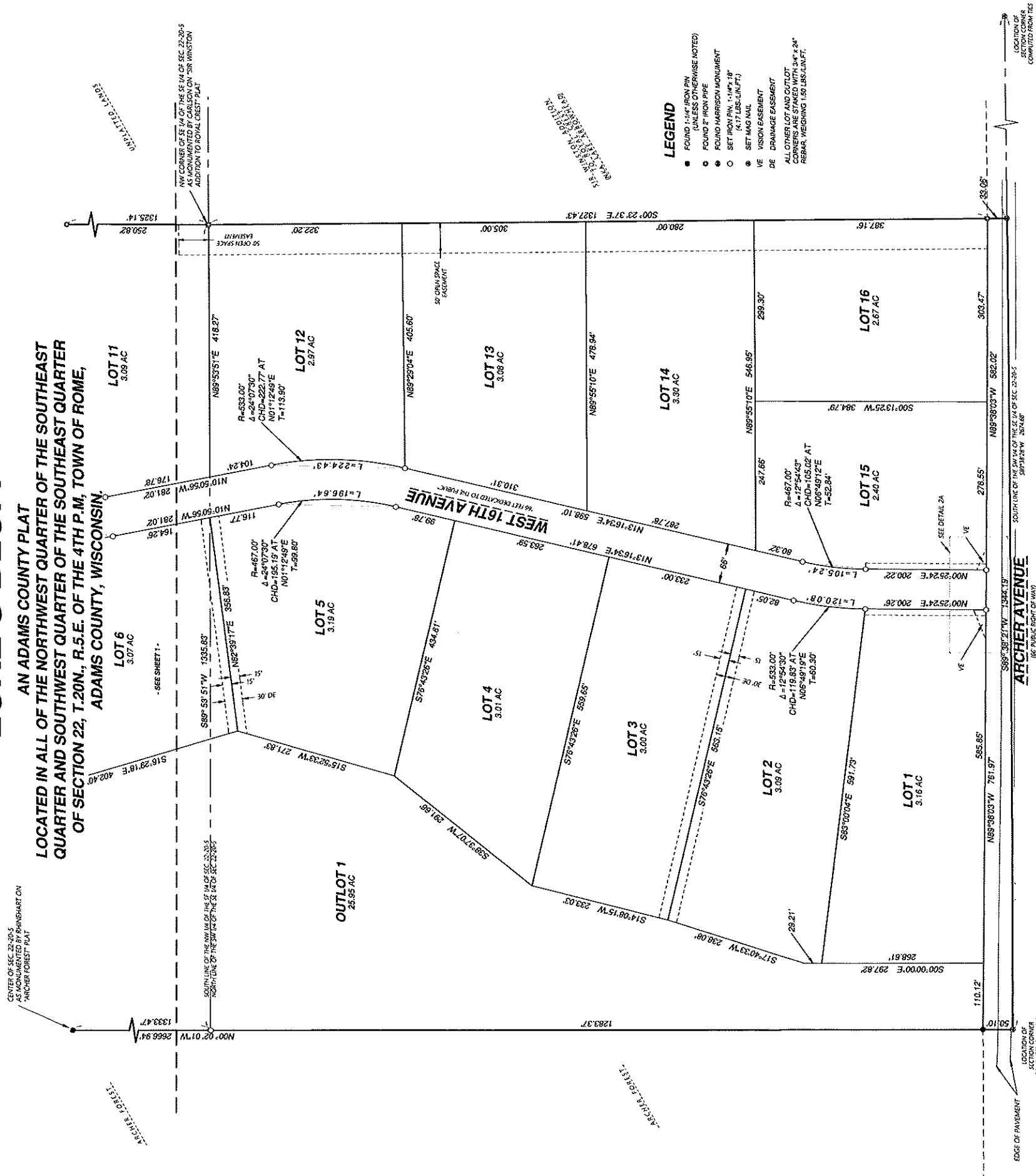
• LAND SURVEYING
• LAND PLANNING
• CIVIL ENGINEERING

109 W. MILWAUKEE ST.
JANESVILLE, WI 53548
www.combsurvey.com

Project No. 125-160
For: KIDO

LUKE'S BLUFF

AN ADAMS COUNTY PLAT
LOCATED IN ALL OF THE NORTHWEST QUARTER OF THE SOUTHEAST
QUARTER AND SOUTHWEST QUARTER OF THE SOUTHEAST QUARTER
OF SECTION 22, T.20N., R.5.E. OF THE 4TH P.M., TOWN OF ROME,
ADAMS COUNTY, WISCONSIN.



CERTIFICATE OF TAXES PAID:
THE ADAMS COUNTY ZONING COMMITTEE HAS REVIEWED THE RECORDS IN OUR OFFICES SHOW UNPAID TAXES OR UNPAID SPECIAL ASSESSMENTS AFFECTING ANY OF THE LANDS INCLUDED IN THIS PLAT AS OF THE DATES LISTED BELOW.

TOWN TREASURER _____ DATE _____
COUNTY TREASURER _____ DATE _____

COUNTY ZONING APPROVAL:
THE ADAMS COUNTY ZONING COMMITTEE DOES HEREBY CERTIFY THAT THE PLAT OF "LUKE'S BLUFF" BE AND HEREBY IS APPROVED IN COMPLIANCE WITH THE ADAMS COUNTY SUBDIVISION ORDINANCE.

ZONING ADMINISTRATOR _____ DATE _____

TOWN OF ROME:
RESOLVED, THAT THE PLAT OF "LUKE'S BLUFF" IN THE TOWN OF ROME IS HEREBY APPROVED BY THE TOWN BOARD OF ROME.

TOWN CHAIRMAN _____ DATE _____

I HEREBY CERTIFY THAT THE FOREGOING IS A COPY OF A RESOLUTION ADOPTED BY THE TOWN BOARD OF THE TOWN OF ROME.

TOWN CLERK _____ DATE _____

CORPORATE OWNER'S CERTIFICATE OF DEDICATION:
I, _____, DO HEREBY CERTIFY THAT THE LAND DESCRIBED ON THIS PLAT TO BE SURVEYED, DIVIDED, MAPPED AND DEDICATED AS REPRESENTED ON THE PLAT. I ALSO CERTIFY THAT THIS PLAT IS REQUIRED BY WISCONSIN STATE STAT. SEC. 236.10 OR SEC. 236.12 AND ADAMS COUNTY LAND DIVISION AND PARCEL MODIFICATION ORDINANCE CHAPTER 202 TO BE SUBMITTED TO THE FOLLOWING FOR APPROVAL OR OBJECTION.

APPROVING AUTHORITIES:
ADAMS COUNTY
TOWN OF ROME

AUTHORIZED SIGNATURE

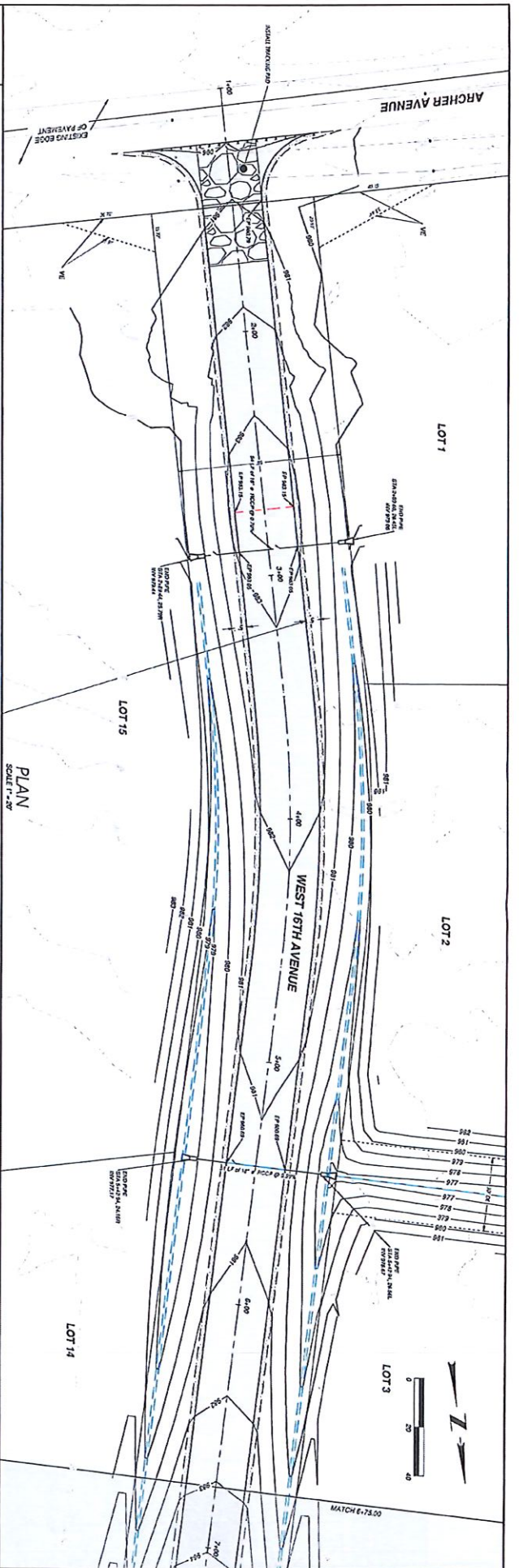
DATE

STATE OF WISCONSIN
COUNTY OF _____ SS. PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 20____, AND _____

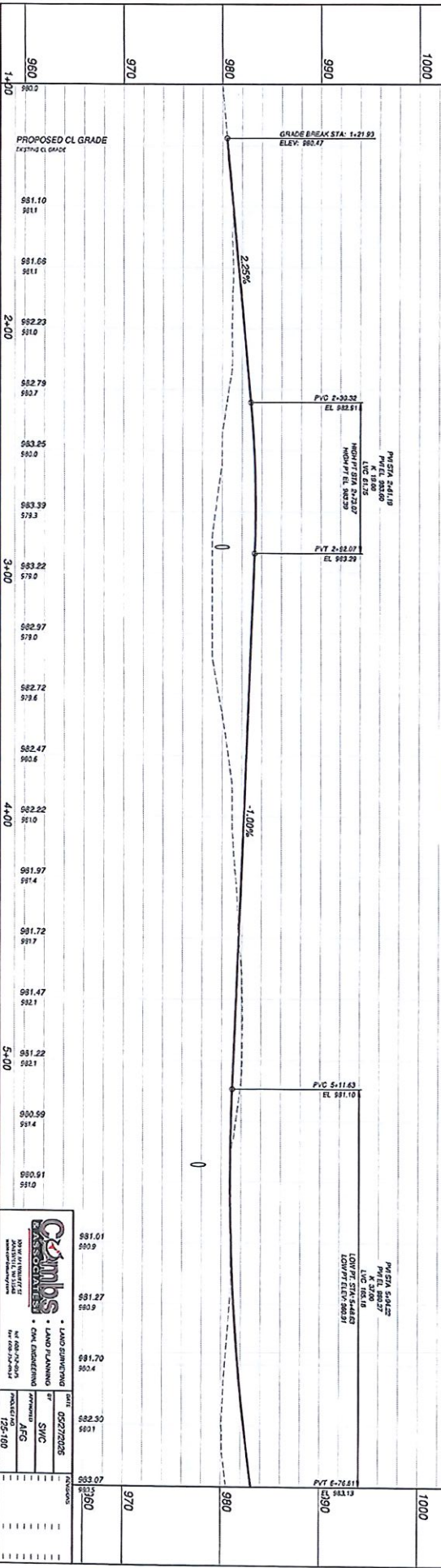
TO ME WELL KNOWN TO BE THE PERSONS WHO EXECUTED THE OWNERS CERTIFICATE HEREBY SHOWN AND ACKNOWLEDGED THE SAME.

NOTARY PUBLIC, _____ COUNTY, WISCONSIN

MY COMMISSION _____



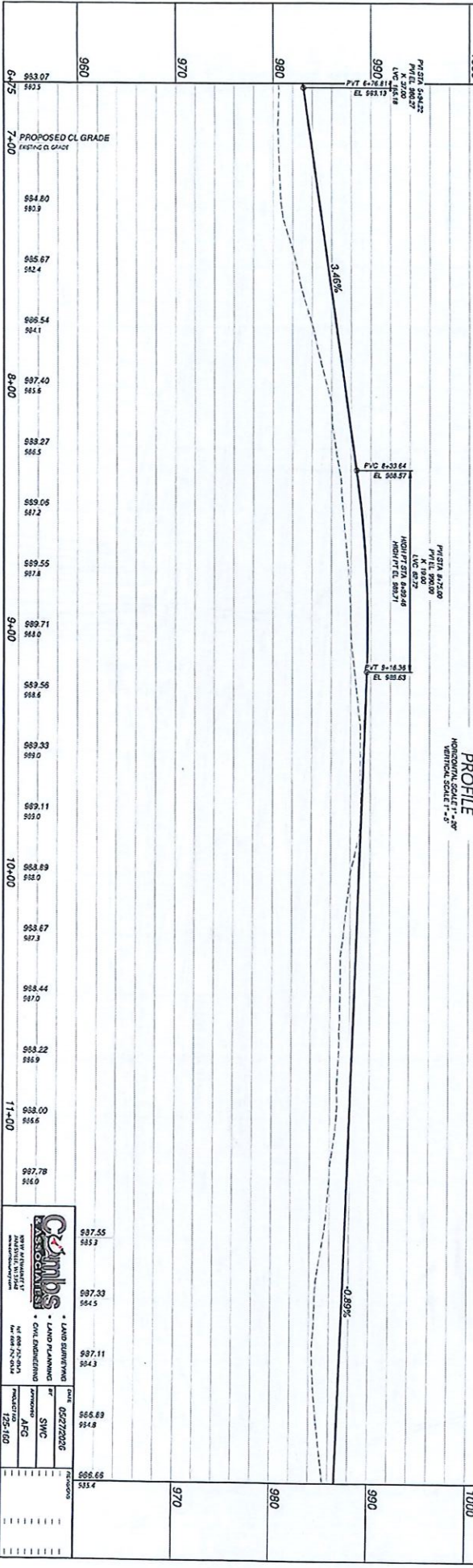
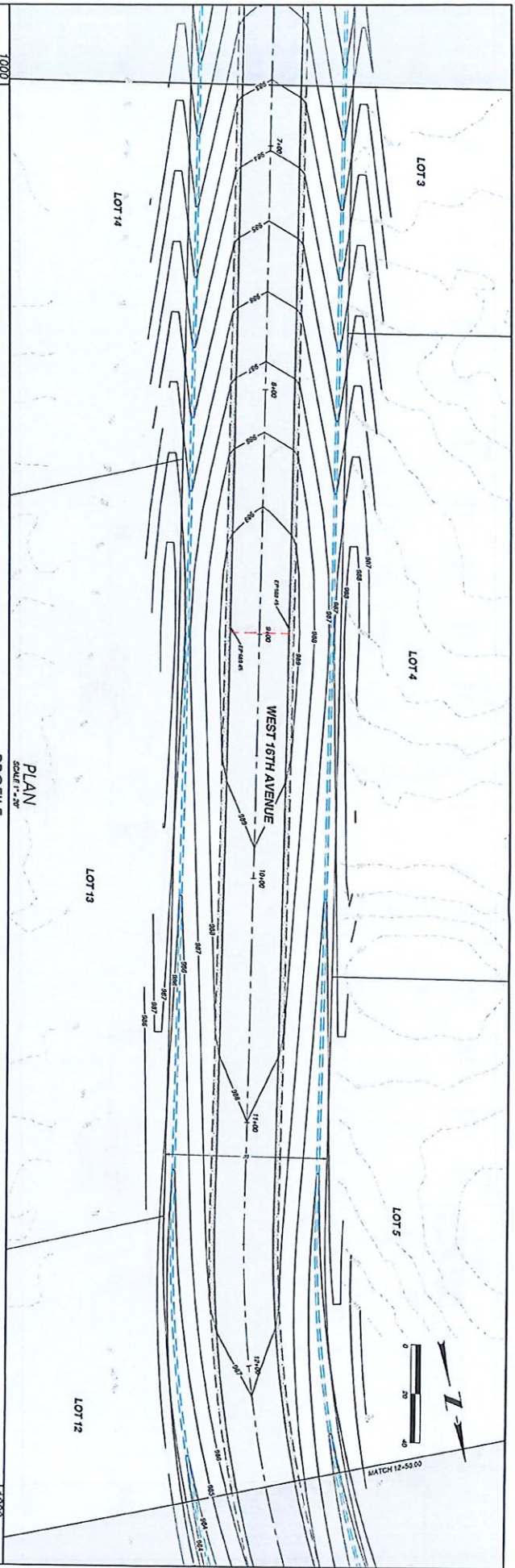
PROFILE
HORIZONTAL SCALE 1" = 20'
VERTICAL SCALE 1" = 8'



Cambs
CLASSICAL
LAND PLANNING & CIVIL ENGINEERING

DATE: 05/27/2025
BY: SWC
APPROVED: AFG
PROJECT NO: 125-100

WEST 16TH AVE 1+00.00 - 6+75.00 C 3.01

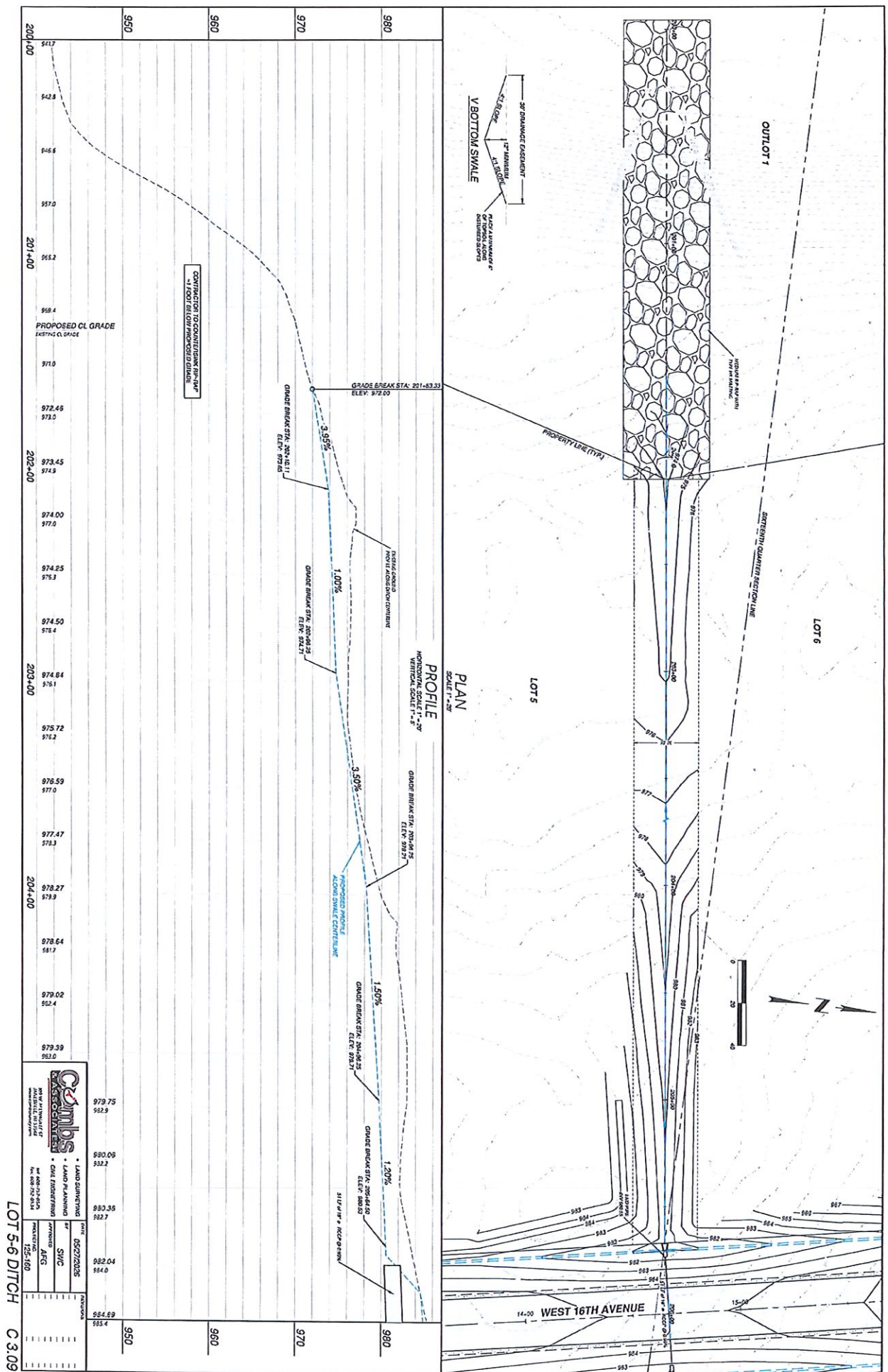


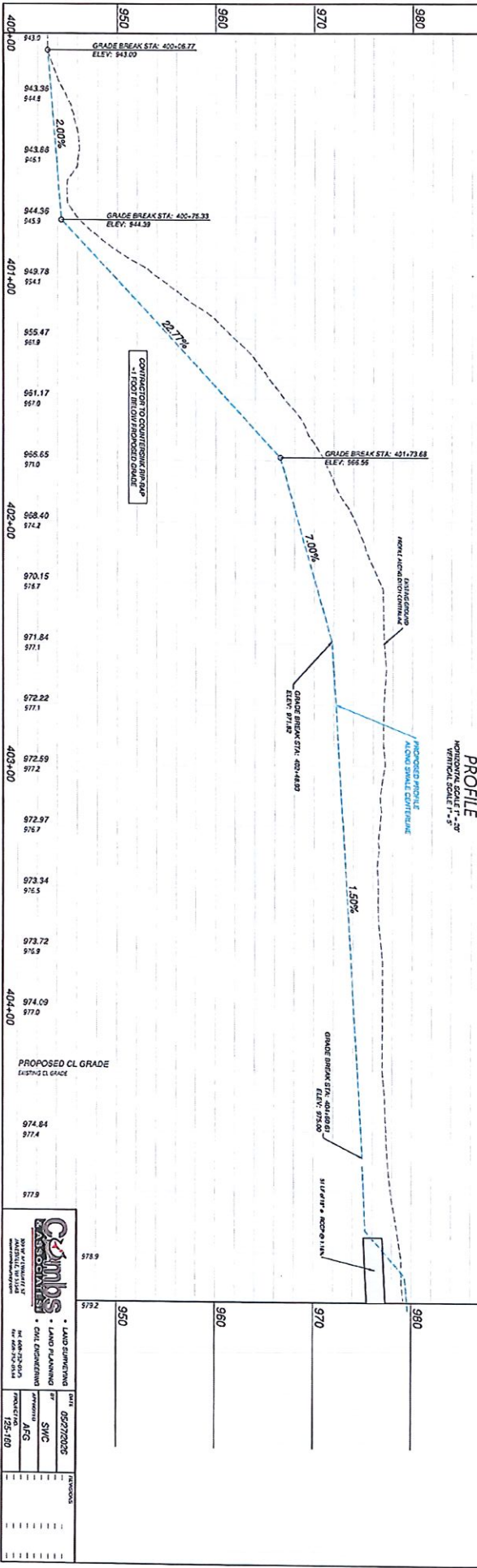
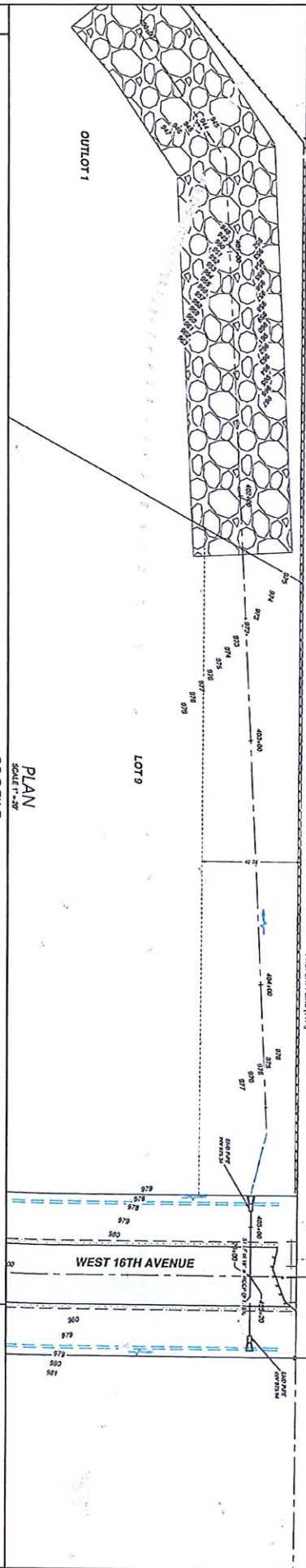
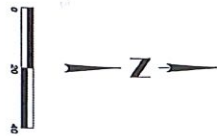
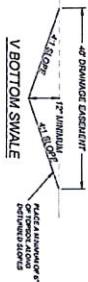
Cambs
 CONSULTING ENGINEERS
 1000 WEST 16TH AVENUE
 SUITE 100
 DENVER, CO 80202
 TEL: 303.733.1100
 FAX: 303.733.1101
 WWW.CAMBS-ENGINEERS.COM

LAND PLANNING
 CIVIL ENGINEERING
 PROJECT NO. 125-100

DATE: 05/27/2005
 BY: [Signature]
 CHECKED: [Signature]
 APPROVED: [Signature]

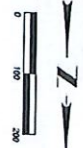
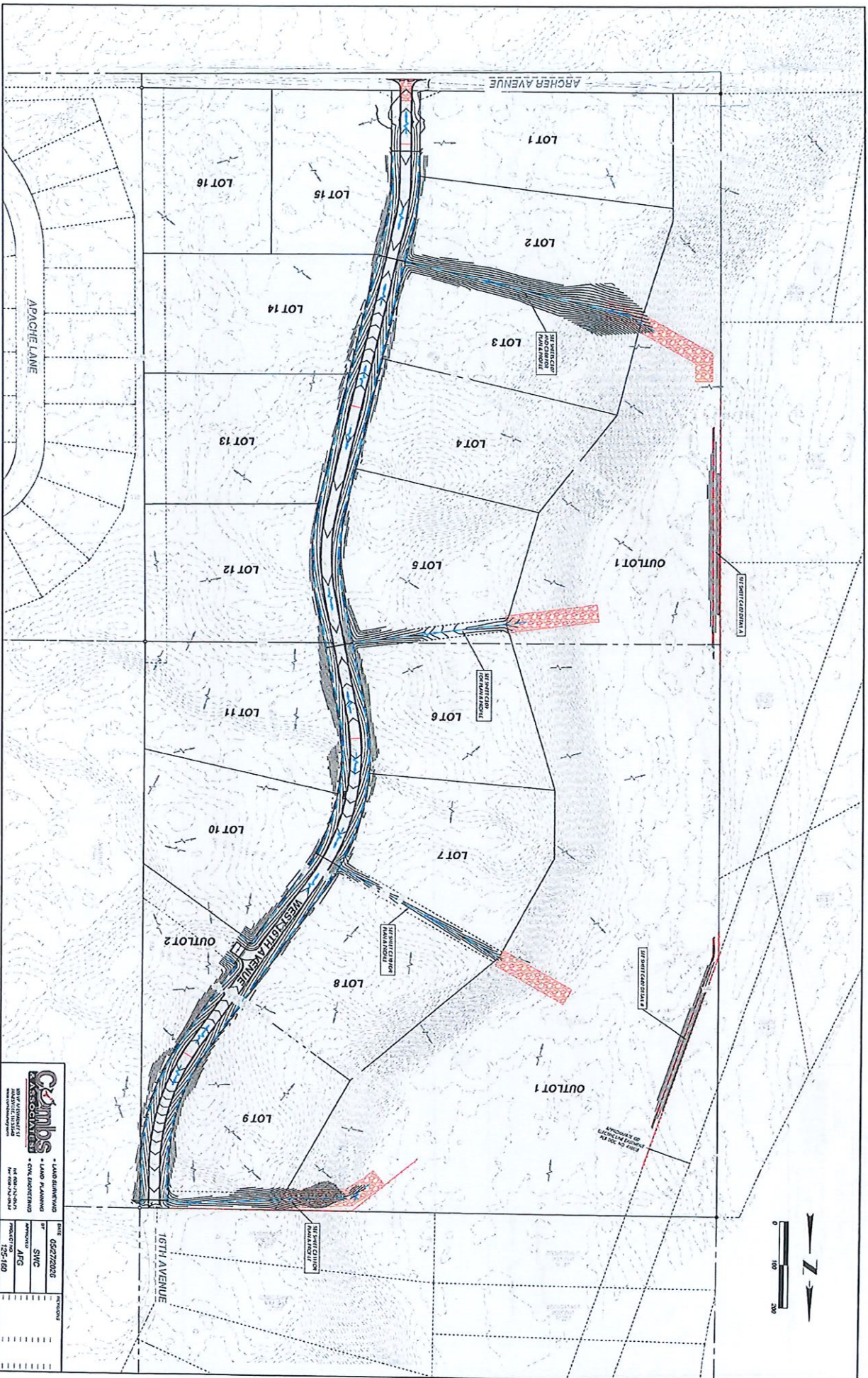
WEST 16TH AVE 6+75.00 - 12+50.00 C 3.02





LOT 9 DITCH C.3.11

LAND SURVEYING LAND PLANNING CIVIL ENGINEERING PROJECT NO. 125-109	
DATE	05/27/2025
BY	SWC
APPROVED	AFG
PROJECT NO.	125-109

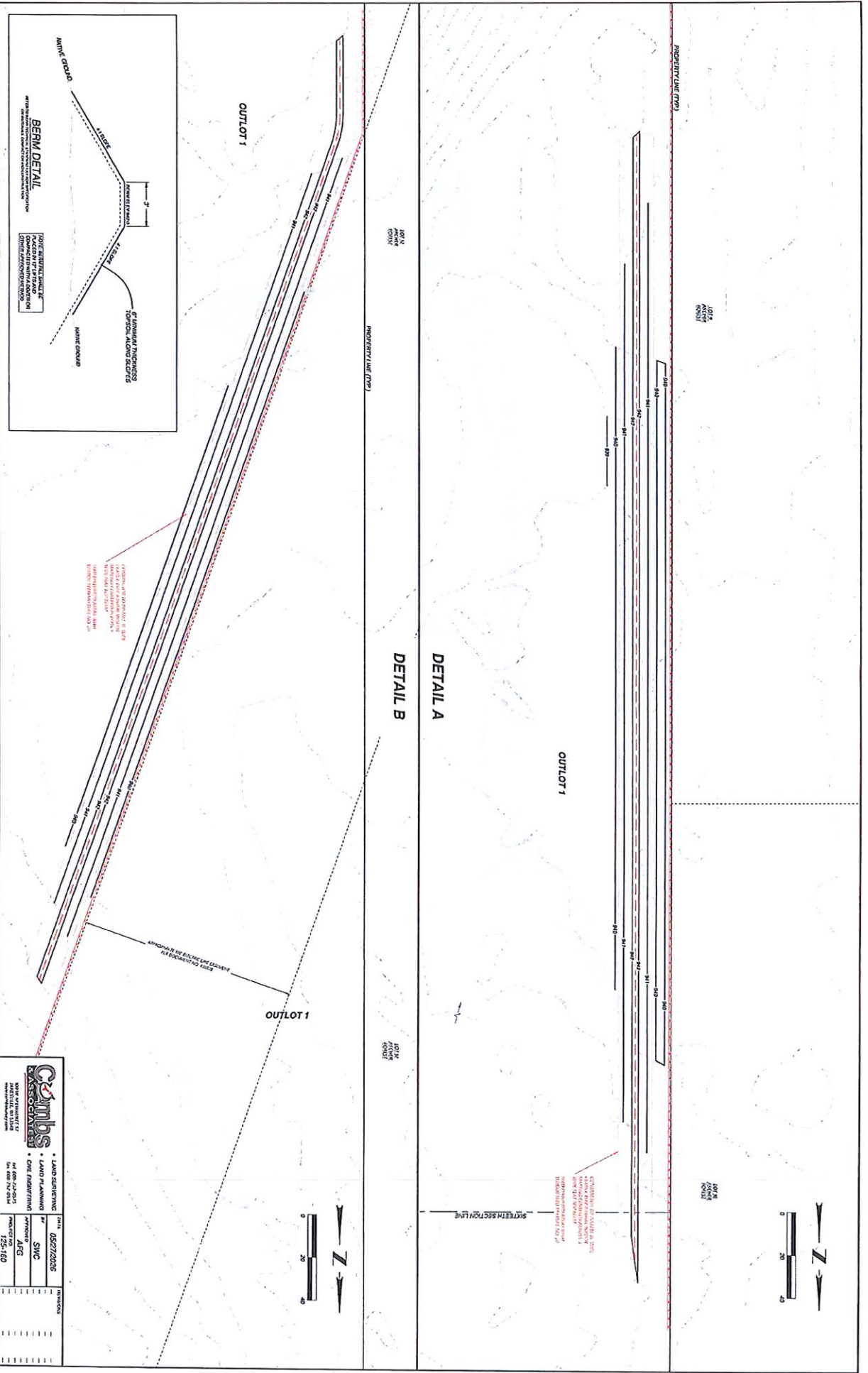


OVERALL GRADING & DRAINAGE PLAN C.4.01

Camps Engineering
 10010 10TH AVENUE
 SUITE 100
 DENVER, CO 80231
 (303) 733-1000
 www.campsenr.com

LAND SURVEYING
 LAND PLANNING
 CIVIL ENGINEERING
 ARCHITECTURE

DATE	05/27/2006
BY	SWC
PROJECT NO.	05-100
PROJECT NAME	10TH AVENUE



BERM GRADING DETAILS C 4.02

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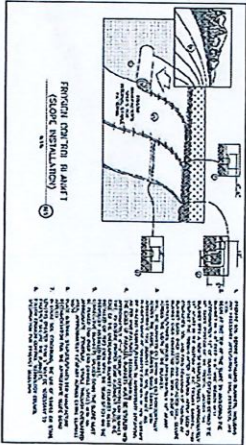
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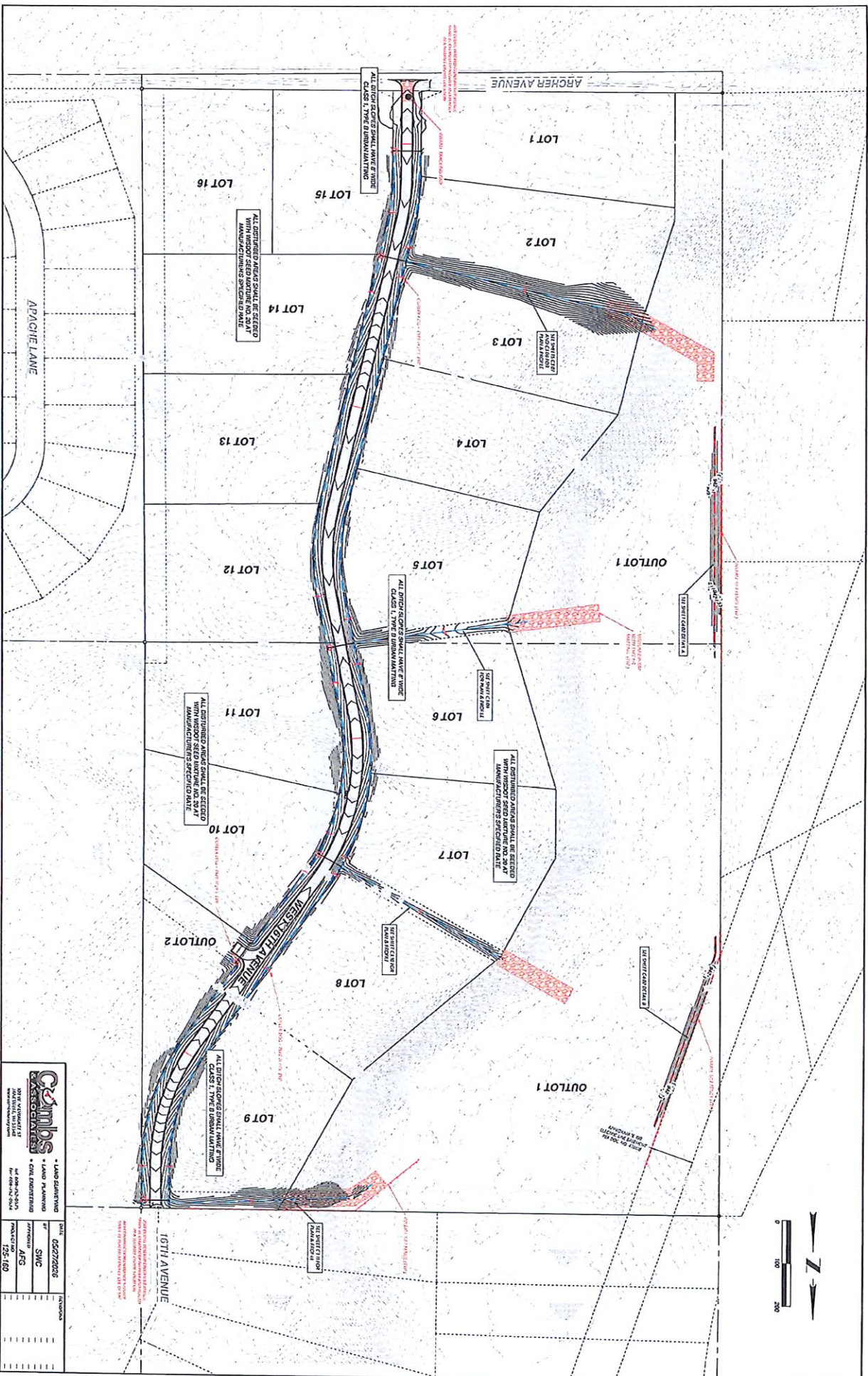
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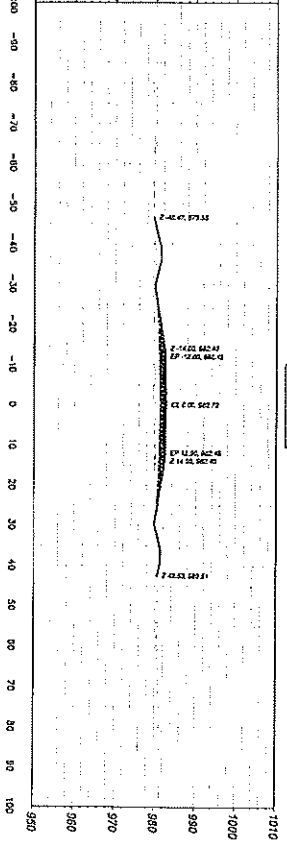
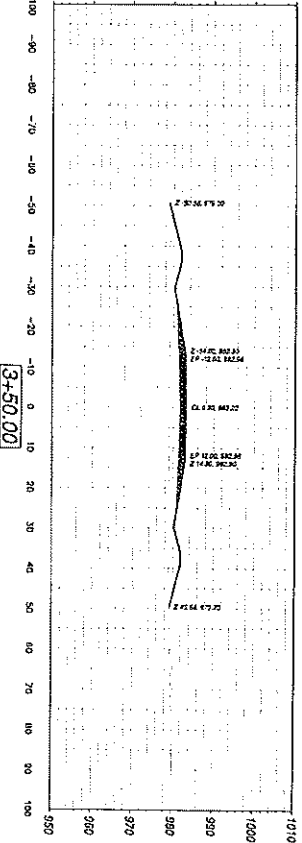
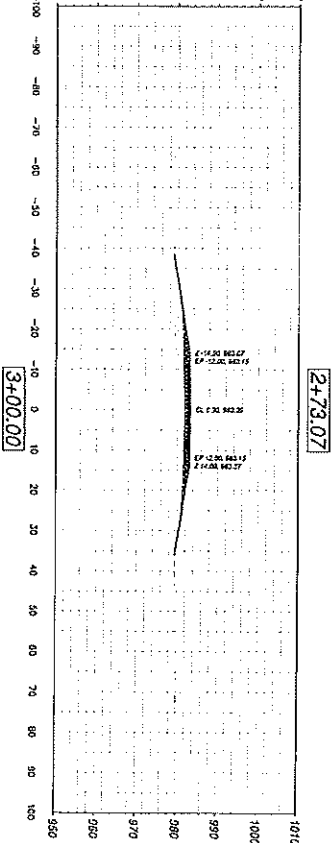
Sensitivity Classification		Specificity Classification	
Tested	Observed	Tested	Observed
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95	95	95	95
90	90	90	90
85	85	85	85
80	80	80	80
75	75	75	75
70	70	70	70
65	65	65	65
60	60	60	60
55	55	55	55
50	50	50	50
45	45	45	45
40	40	40	40
35	35	35	35
30	30	30	30
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5	5	5	5
0	0	0	0

[illegible]

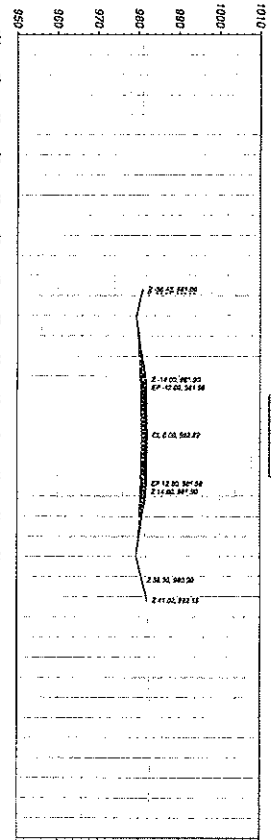
Figure 1 consists of two schematic diagrams, (a) and (b), illustrating the cross-sections of composite beams. Diagram (a) shows a reinforced concrete beam with a steel reinforcement bar. The beam has a total width of 100 mm and a height of 100 mm. The reinforcement bar has a diameter of 10 mm and is located at a distance of 20 mm from the bottom edge. The concrete has a compressive strength of 20 MPa and a modulus of elasticity of 25,000 MPa. The steel has a yield strength of 235 MPa and a modulus of elasticity of 200,000 MPa. Diagram (b) shows a composite beam with a steel reinforcement bar and a concrete core. The beam has a total width of 100 mm and a height of 100 mm. The reinforcement bar has a diameter of 10 mm and is located at a distance of 20 mm from the bottom edge. The concrete has a compressive strength of 20 MPa and a modulus of elasticity of 25,000 MPa. The steel has a yield strength of 235 MPa and a modulus of elasticity of 200,000 MPa.



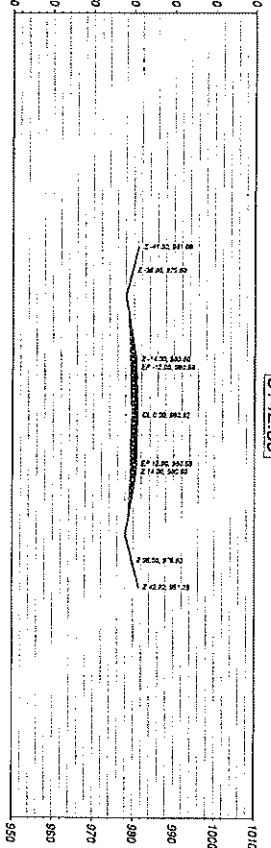




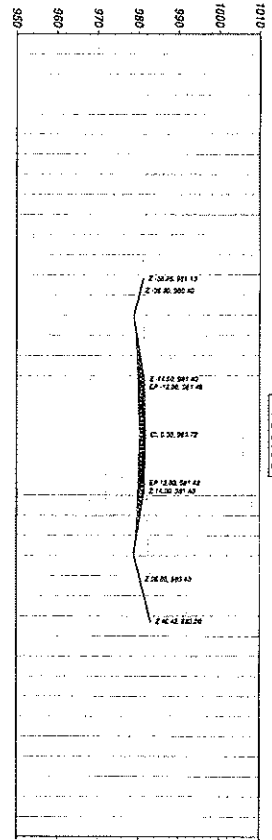
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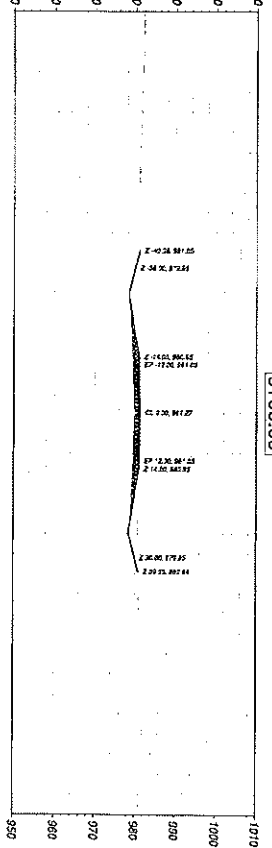
5+42.89



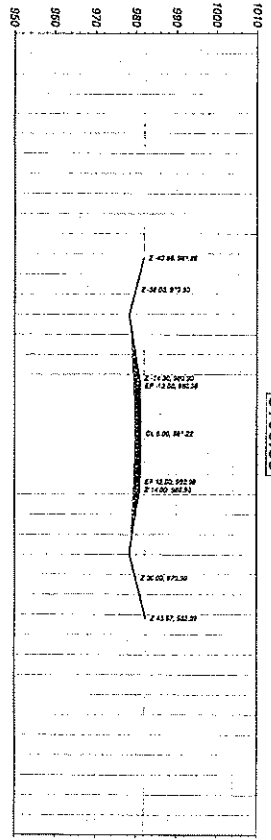
4+50.00



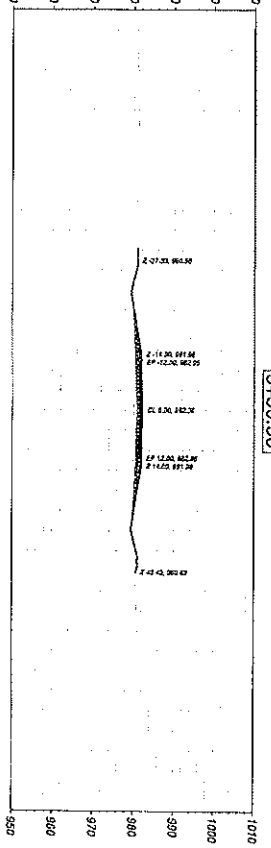
6+00.00



5+00.00



6+50.00



Cambria
CONSULTANTS

11000 1010

1000 1000

990 990

980 980

970 970

960 960

950 950

DATE: 05/27/2025

PROJECT: LAND PLANNING

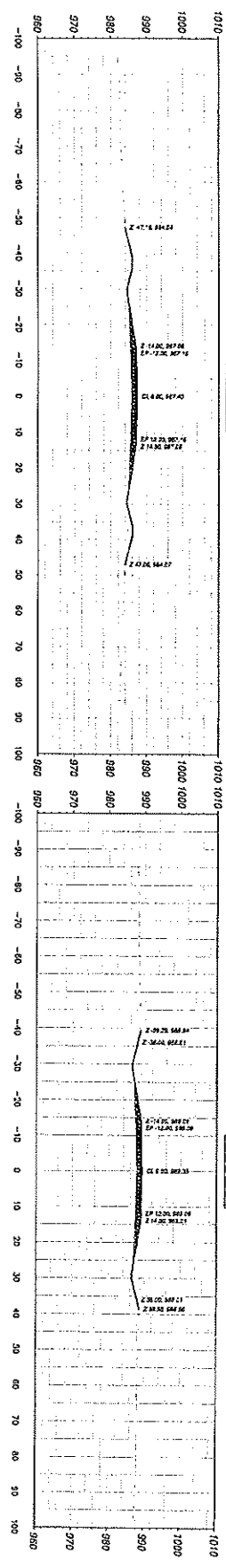
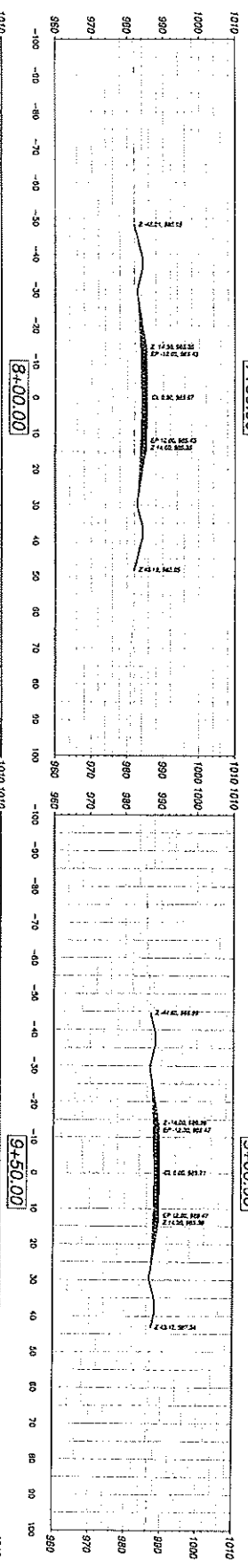
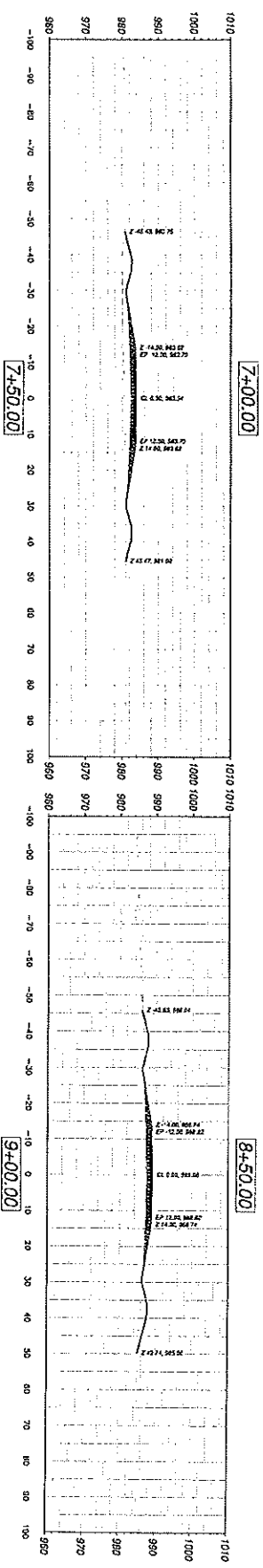
CLIENT: SWC

DESIGNER: AEC

PROJECT NO: 125-100

CROSS SECTIONS - 7+50 - 12+50

C 6.02



C&S
CROSS SECTIONS - 13+50 - 18+50 C 6.03

DATE: 02/27/2025
PROJECT: SWC
DRAWN BY: JFC
CHECKED BY: JFC
SCALE: 1"=20'-0"

10+00.00

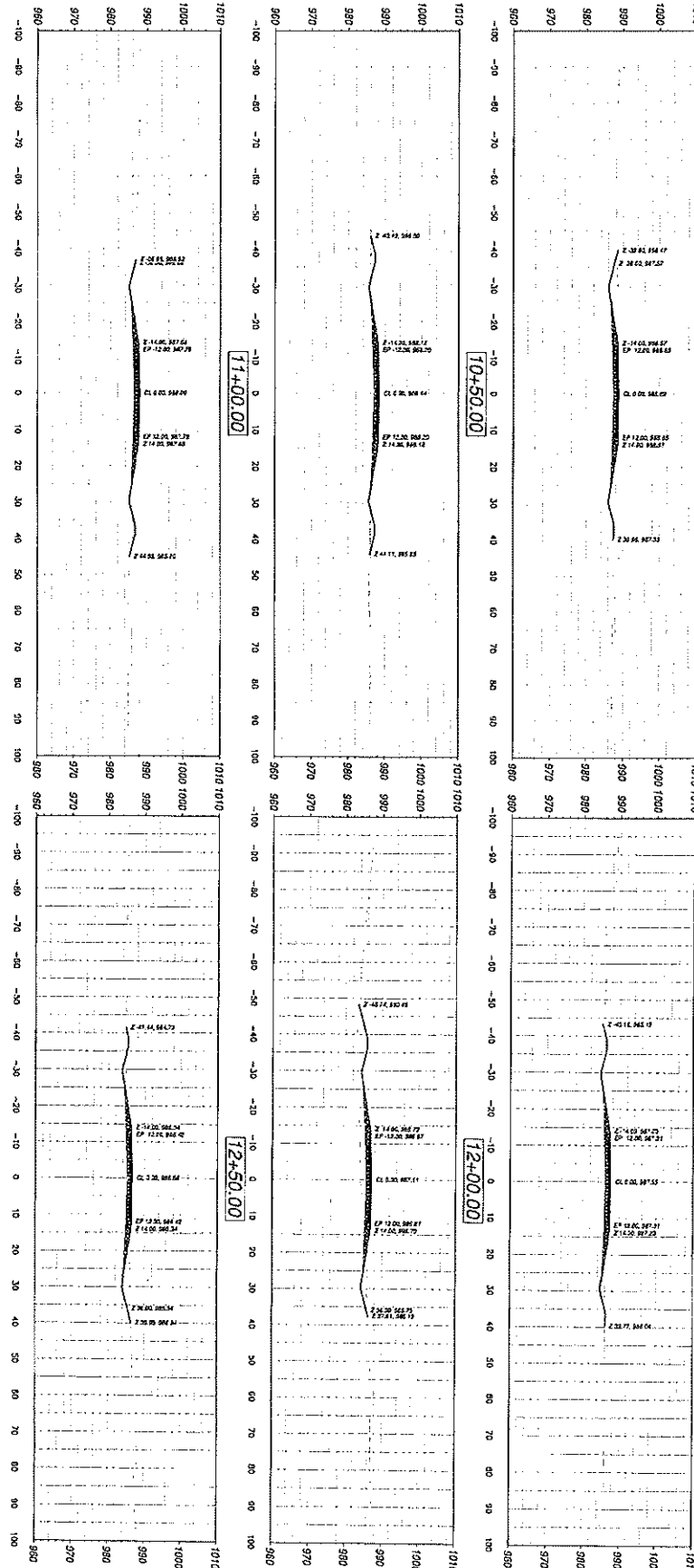
10+50.00

11+50.00

12+00.00

11+00.00

12+50.00



Cembs
CONSULTANTS

LAND SURVEYING
LAND PLANNING
CONSULTANTS

DATE: 05/27/2025

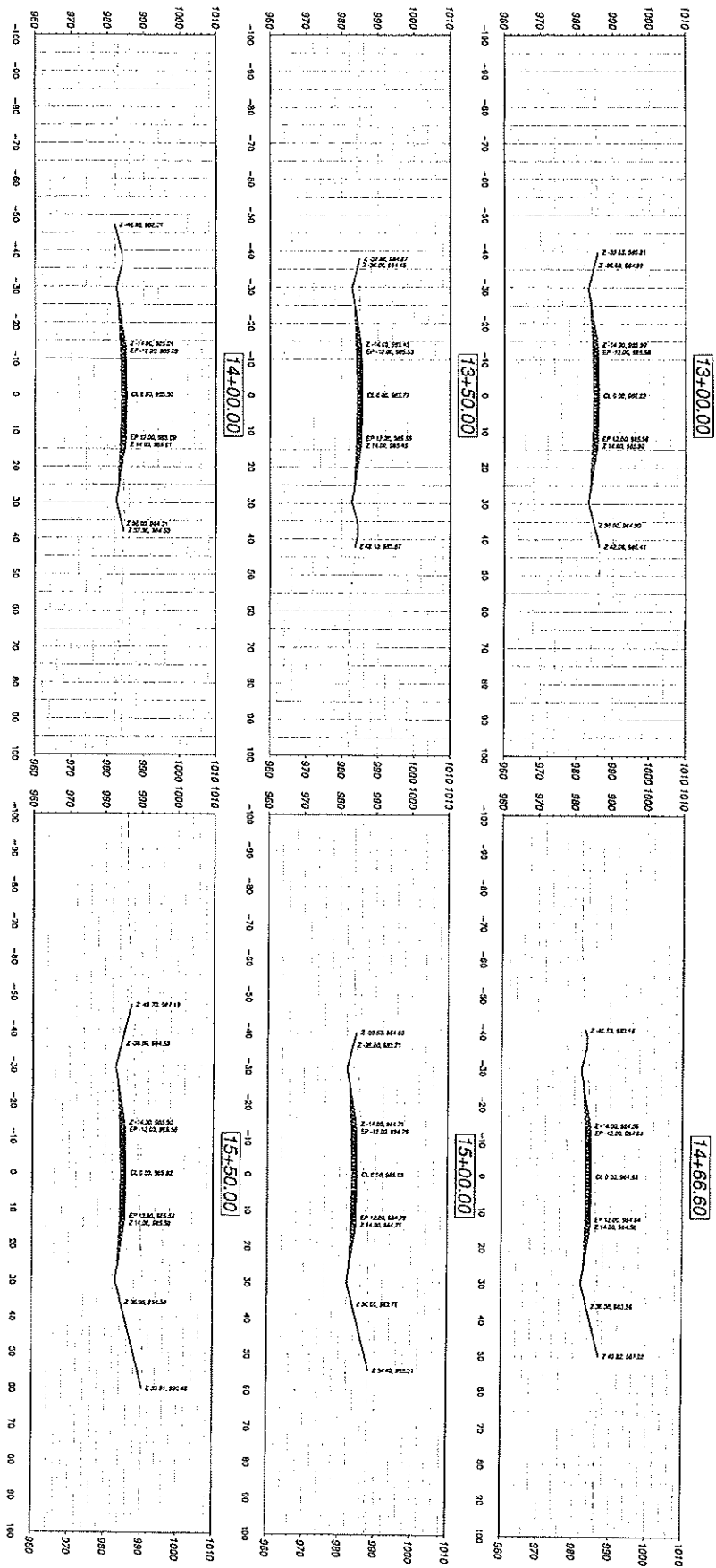
BY: SMC

APPROVED: AEG

PROJECT NO: 125-100

CROSS SECTIONS - 19+50 - 24+50

C 6.04



C&S

LAND PLANNING
ENGINEERING

4040 4th St. N
Minneapolis, MN 55412

TEL: 612-338-8800
FAX: 612-338-8801

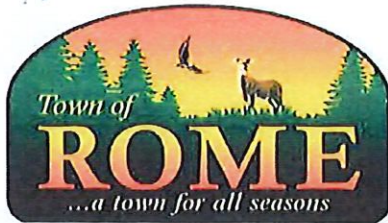
DATE: 02/27/2006

BY: SWC

CHECKED: ASG

PROJECT: 125-100

CROSS SECTIONS - 25+50 - 28+50 C 6.05

**OFFICE USE ONLY:**

Date Filed: _____

Amount Paid: _____ Check No.: _____

APPLICATION FOR FINAL PLAT REVIEW

Final Plat Review Application Fee: \$200.00 plus \$15.00/Lot

One complete set of large (D Size) plans and one complete set of 11"x17" size plans are required for the initial staff preliminary plat review. After staff review and approval, a request will be made for an additional 18- 11"x17" copies. This completed application w/fee, final plat with any required documents and/or drawing(s) that meet all ordinance requirements and any applicable conditions of approval from the Preliminary Plat approval are required for the project to be added to the Planning Commission Agenda.

Subdivision Name: Luke's Bluff*(Note: proposed name shall not duplicate the name of any plat previously recorded in Adams County)***Location and legal description of the property** *(by Government Lot, Section, Township, Range and County):*

NW/SW Quarters of the SE Quarter of Section 22, T20N, R5E

Total acreage of property *(in acres):* 80 acres $\pm$ **Total number of Lots and or parcels included on the Plat:** 16 lots, 2 outlots**Current zoning classification of the property:** R4**Total area dedicated for public use** *(in acres).* If none, write NONE: 4.20 acres**Date of Town Board Approval for the Preliminary Plat upon which the Final Plat is based:**

September 18, 2025

Applicant's Name:

KEVIN HENDRICKS

Applicant's Phone Number:

608-358-2996

Applicant's Address *(Street Address, City, State, Zip code):*

P.O. BOX 1135, JANESVILLE, WISCONSIN, 53547

Owner's Name:

KIDOS LLC

Owner's Phone Number:

608-358-2996

Owner's Address *(Street Address, City, State, Zip code):*

P.O. BOX 1135, JANESVILLE, WISCONSIN, 53547

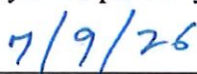
Applicant is (check one): Owner ☒ Agent ☐ Other ☐ _____*(If applicant is not the owner, provide a letter of authorization from Owner)***Subdivision Designer/Technician:**

RYAN COMBS (COMBS & ASSOCIATES)

Designer/Technician Phone Number:

608-752-0575

Designer/Technician Address (<i>Street Address, City, State, Zip code</i>): 109 WEST MILWAUKEE STREET, JANESVILLE, WISCONSIN, 53548	
Surveyor (<i>Check if same as above</i> ☒): _____	Surveyor's Phone Number: 608-752-0575
Surveyor's Address (<i>Street Address, City, State, Zip code</i>): 109 WEST MILWAUKEE STREET, JANESVILLE, WISCONSIN, 53548	
Any other proposals, such as parcels of land intended to be dedicated, conveyed or reserved for public use, and the conditions proposed for such disposal and use: _____ _____ _____	

CERTIFICATE	
I, the undersigned Applicant, hereby submit this information as required for a Town of Rome Final Plat Review and certify that all the information and attachments herein are complete, true and correct to the best of my knowledge. I further agree to submit additional information as may be required by the Town of Rome.	
 _____ Signature (<i>Applicant</i>)	 _____ Date

FINDINGS OF FACT:

1. A full and complete application was filed by Kevin Hendricks, and received July 9, 2026 (herein referred to as "Application") seeking a Final Plat Review for a proposed subdivision development area located at the property described as: NW ¼, SW ¼ of the SE ¼ of Section 29, Town 20N, Range 6E, Town of Rome, Adams County, WI; with parcel numbers of 030-00275-0000 and 030-00276-0000. The total area is 80 acres.
2. The reserved subdivision name is Luke's Bluff.
3. The subject property is zoned R-4 Rural Residence District as defined in Chapter 360 of the Town of Rome's Code of Ordinances, and the proposed subdivision will consist of 16 residential lots.
4. Town of Rome Code Section 326-14 requires final plat conform to the requirements of Town of Rome Code Chapter 326, as well as Chapter 236 of the Wisconsin Statutes, so that proposed subdivision developments may be reviewed for proposed dwelling units, types of businesses or industry, and effects of the development on traffic, fire hazards, and congestion of population.
5. At the public hearing for the Application held by the Town of Rome Plan Commission on August 11, 2026, evidence and testimony was presented by the Applicant, and all interested persons were allowed an opportunity to speak, a full and complete record of which will be detailed in the minutes of the Plan Commission.
6. At the conclusion of the public hearing, after consideration and discussion of the application, public comments, and the report received by staff, the Plan Commission, upon a motion duly seconded, recommended to the Town Board the approval of the Final Plat for the Luke's Bluff Subdivision, and the following findings were found by the Plan Commission:
 - a. The proposed subdivision conforms to the standards of the applicable district in which it is located.
 - b. The development will not be detrimental to or endanger the public health, safety or general welfare of the occupants of surrounding lands or the general public services resources.
 - c. The Applicant has met or is in the process of complying with all of the final plat standards under Town Code Section 326-14(2), as well as Chapter 236 of the Wisconsin Statutes, which shall be a requirement prior to approval of the final plat.

Based on the above Findings of Fact and Conclusions of Law, the Town of Rome Plan Commission hereby recommends to the Town Board of Supervisors the approval of the Final Plat for the Luke's Bluff Subdivision submitted by Kevin Hendricks. Subject to the following recommended conditions of approval:

- a. _____
- b. _____
- c. _____

Planning Commission Chair: _____ Date: _____

Planning Commission Secretary: _____ Date: _____

By signing, Applicant agrees to comply with all conditions placed on approval. Applicant further understands that failure to comply with the stated conditions may result in the termination of the approval.

Signature of Owner/Applicant: _____ Date: _____

Signature of Owner/Applicant: _____ Date: _____

Note: if Owner is other than Applicant and is unable to sign, please attach written authorization from Owner allowing Applicant to sign on their behalf.

ARTICLE XXV
Signs and Billboards
[Amended 1-10-2019 by Ord. No. 19-01]

§ 360-119. Purpose.

This article regulates all signs within the Town of Rome that are visible from the public right-of-way, visible from navigable waterways, or visible from another parcel. This section is designed to ensure the implementation of the Comprehensive Plan of the Town of Rome, particularly regarding the implementation of the desired overall character of the community, and its constituent zoning districts. The purposes of this section are to:

- A. Safeguard a major natural economic asset of the Town of Rome, which is the natural beauty of the land and the scenic country roads, woodlands, and waters.
- B. Protect property values and public and private investments in property.
- C. Provide area businesses effective and efficient opportunities for identification by reducing competing demands for visual attention.
- D. To restrict off-premises signage to reduce visual clutter, thereby helping to prevent unsafe traffic conditions.
- E. Provide uniform information and direction to travelers passing through the Town.
- F. Promote quality signage through the use of design review, to emphasize that attractive signage of appropriate scale and numbers is a business asset.
- G. Enable the fair and consistent enforcement of these sign regulations.

§ 360-120. Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning.

ABANDONED SIGN — A sign, and all of its components, which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted, or product available.

ALTERATION OF SIGN — Changes to the exterior appearance of any part of the frame, supporting structure, or lighting of a sign; including material, size, height, or location of a sign. Alteration does not include the normal maintenance of a sign or changing the face of a sign by the current sign permit holder.

ANIMATED SIGN — A sign that uses movement or change of lighting to depict action or create a special effect or scene. An electronic variable message display shall not be considered an animated sign.

AREA OF SIGN — The area of the largest single face of the sign within a perimeter which forms the outside shape including any frame that forms an integral part of the display, but excluding the necessary supports or uprights on which the signs may be placed. If the sign consists of more than one section or module, all areas will be totaled. Any irregular-shaped sign area shall be computed

using the actual sign-face surface. In the case of wall signs, the area of copy will be used.

BANNER — Any sign of lightweight fabric or similar material that is mounted to a building or other permanent structure by its edges. National flags, state or municipal flags, or the official flag of any institution or business, shall not be considered banners.

BILLBOARD — See "off-premises sign."

BUILDING FACE — That portion of a building which is parallel or nearly parallel to an abutting roadway.

CIVIC SIGN — Any sign displaying information relative to events relating to the community, sponsored by the Town or other organization.

CONSTRUCTION SIGN — A sign erected on a lot where construction is taking place and contains information regarding the construction, management, leasing, or future tenants of the building, as well as the development of a new subdivision.

COPY — The advertising message, announcement or decoration on a sign surface.

DIRECTIONAL SIGN — Any sign which serves to designate the location or direction of any place or area.

ELECTRONIC VARIABLE MESSAGE DISPLAY — A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

FLAG — Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity

FLASHING SIGN — Any sign which contains an intermittent or flashing light source, or which includes the illusion of flashing, light by means of animation, or an externally mounted intermittent light source, not including electronic variable message display signs.

FRONTAGE — The length of the property line of any one premises parallel to and along each public right-of-way it borders. Said public right-of-way may be known as a "frontage road."

GROUND SIGN — A sign supported by structures or supports placed on, or anchored in, the ground and that are independent from any building or other structure. The area of ground signs is calculated on one face only. **[Amended 1-19-2023 by Ord. No. 23-01]**

HEIGHT OF SIGN — The vertical distance measured from the grade at the street right-of-way line where the sign is located to the highest point of such sign.

ILLUMINATED SIGN — A sign in which a source of light, either internal or external, is used to make the message legible.

INCIDENTAL SIGN — A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

INFLATABLE DEVICE — An object that is inflated with air or gas utilized to attract attention to a use or business activity being conducted.

MONUMENT SIGN — A sign mounted on a base or platform. The base shall be constructed

out of a solid material such as stone, brick or poured concrete, and its dimensions shall be proportionate to those of the sign. The bottom of the sign shall be located within six inches of the base. All other freestanding sign types not meeting the definition of a monument sign shall be either a ground sign or a pylon sign.

NAMEPLATE SIGN — A sign indicating the name and/or address of the building, tenant of the unit or manager of the property that is located upon a premises where the sign is displayed.

OFF-PREMISES SIGN — A sign, including billboard, which advertises goods, products, facilities, or services not necessarily located on the premises, or directs persons to a different location from where the sign is located.

POLITICAL SIGN — A temporary sign used in connection with a local, state or national election or referendum, or to represent a political or philosophical position.

PORTABLE SIGN — Any sign designed to be moved intact or on its own trailer or carriage, including vehicle-mounted signs, and any other sign not permanently attached to the ground and designed to be moved from one location to another.

PYLON SIGN — A freestanding sign in excess of eight feet in height that is detached from a building and is supported by one or more structural elements which are architecturally similar to the design of the sign.

REAL ESTATE SIGN — A temporary on-site sign that advertises the sale or lease of a property.

ROOF SIGN — A sign erected upon, against or above a roof.

SIGN — Any identification, description, illustration, or device illuminated or nonilluminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business, or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, placard, or temporary sign designed to advertise, identify or convey information with the exception of window displays and flags. For the purpose of removal, signs shall also include all sign structures.

SIGN STRUCTURE — Any structure or material, which supports, has supported, or is capable of supporting or helping maintain a sign in a stationary position, including decorative covers.

SPECIAL EVENT SIGN — A collection of signs intended to be displayed for a specific event and for a restricted time frame. Examples of events include grand openings, store closings and sidewalk sales.

TEMPORARY SIGN — A sign advertising display intended to be displayed for a limited period of time. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary.

VISION CLEARANCE AREA/TRIANGLE — An area, formed by any two existing or proposed intersecting street right-of-way lines and a line joining points on such lines as calculated under § 320-25, where no obstructions, including signs, shall be permitted between the height of 2.5 feet and 10 feet above the grade of the adjacent right-of-way.

WALL SIGN — A permanent sign attached to or erected against the wall of a building with the face parallel to the plane of the building wall. A wall sign shall not project more than 18 inches from the surface of the wall.

WINDOW SIGN — A sign designed to communicate information about an activity, business, commodity, event, sale, or service that is placed inside a window and is visible from the exterior of the premises.

YARD SALE SIGN — A sign that is used to advertise yard, garage, rummage, estate or other similar sales.

§ 360-121. Permit required.

Except as provided in § 360-124, no person shall erect, relocate, reconstruct, alter or cause the aforementioned within the Town any signs without first having obtained a sign permit issued by the Zoning Administrator. Permits shall not be required by a change of copy on a sign under the same business, nor for repainting, cleaning, and other normal maintenance or repair of the sign or sign structure.

- A. Mobile or portable signs within the Town shall require a sign permit issued by the Zoning Administrator and shall be approved pursuant to § 360-124. Attached banners are prohibited. Portable sign use is limited to not more than 30 days at a time; nor more frequently than three times per year; nor more than once every 90 days at a given location. A new permit shall be required for each use. Portable signs shall not be used as permanent signs.
- B. Permanent subdivision signs are permitted one per subdivision entrance. The individual sign copy area is limited to 16 square feet.
- C. One multi-tenant sign per building shall be used to identify multiple tenants in a business or industrial complex. There shall be no other freestanding signs permitted on the premises. The maximum sign copy area of the multi-tenant sign shall be 10 square feet per tenant. In addition, each tenant shall be allowed one wall sign, a maximum of six square feet in area, located above or adjacent to the entrance to the tenant's space, which shall be excluded from total sign copy area calculations.

§ 360-122. Permit application.

Application for a sign permit shall be made in writing upon a form furnished by the Town.

- A. The applicant shall submit to the Zoning Administrator all information deemed necessary, including a drawing to scale showing the size, height, and location on the property where the sign is to be erected. Said drawing shall also contain a brief description of the type of materials that are to be used for the sign, color scheme, lettering or graphic style and lighting. Off-premises signs shall require proof of permission granted by the property owner submitted at time of application.
- B. A fee as set by the Town Board shall be paid to the Zoning Administrator by the applicant at the time the sign permit application is submitted.
- C. Each sign shall require a separate permit and is valid for the life of the sign.
- D. The applicant shall, upon completion of the installation, relocation, or alteration of a sign, notify the Zoning Administrator, which will inspect to ensure that the sign complies with the regulations of this chapter.

- E. The permit shall automatically become void if actual work on erecting the approved sign(s) is not commenced within 120 days from the date the permit is issued. Periods of delay that are not a result of willful acts or neglect of the contractor, owner or person obtaining the permit shall be excluded from this time limit.
- F. A sign permit issued in error or under a misrepresentation of fact by the applicant shall be null and void, and any signs erected there under shall be considered illegal signs

§ 360-123. Permit issuance or denial; appeals.

- A. A sign permit shall be issued when the application is properly made, all fees have been paid, and the proposed sign is found to be in compliance with all appropriate laws and regulations of the Town, including design requirements of this article. If the sign permit is denied, written notice of the denial shall be given to the applicant, together with a brief written statement of the reasons for the denial.
- B. The holder of a denied permit who feels their permit was incorrectly denied shall be entitled to an administrative appeal before the Town Board. Prior to consideration of the appeal of the requested permit, the Board shall forward the permit to the Plan Commission for review and recommendation as to approval or disapproval, together with reasons for such recommendation. The Plan Commission shall have 60 days in which to make such recommendation.

§ 360-124. Signs not requiring a permit.

Some signs are temporary in nature, others are intended to communicate and direct, and not used to identify a business or for advertising. Still others are so small that they are not obtrusive and will not affect the public welfare. Such signs will not require a sign permit; however, those used on a temporary basis shall adhere to a specific time limit for their use. Unless indicated herein, no sign may be placed inside the right of-way for a public road.

- A. Signs with time limits. The following signs, although not needing a permit have the following restrictions:
 - (1) Political signs. Signs may not be erected earlier than the beginning of an election campaign period as defined in § 12.04, Wis. Stats., In the event the sign is not tied to an election the sign shall not be in place for longer than 60 days. Signs in the road right-of-way shall not interfere with traffic, shall conform with requirements under § 320-20 and be displayed for a period not exceeding seven days prior to a primary election and 14 days prior to a general election, and must be removed within 24 hours after the election.
 - (2) Real estate signs. Signs in residential and nonresidential districts are limited to one sign that shall not exceed 12 square feet and shall not be illuminated. Lots in any district with more than one frontage are permitted one additional sign of the same dimensions. All signs shall be removed within 30 days after sale, rental or lease of the property.
 - (3) Construction and renovation signs. Signs shall be limited to one nonilluminated sign identifying an engineer, architect, contractor, company, or product engaged in or used in the construction of a new building or development. Said sign shall not exceed 12

square feet per face and not more than 10 feet in height. Lots with more than one frontage are permitted one additional sign of the same dimensions. Said sign shall be removed when the development is completed or upon the granting of an occupancy permit for the building or upon the completion of renovation work. In no case shall a renovation sign be in place for more than 90 days.

- (4) Yard sale and open house signs. Signs in the road right-of-way shall not interfere with traffic, shall conform with requirements under § 320-20 and be displayed for a period not exceeding 72 hours. Yard sale signs on private property may be placed no more than 14 days prior to the event and shall be removed within 24 hours after said event.
- (5) Civic event signs. Signs advertising civic events shall require written approval of the Zoning Administrator and may be placed not more than 14 days prior to an event and must be removed within 24 hours after the event. Signs in the road right-of-way shall not interfere with traffic, shall conform with requirements under § 320-20 and be displayed for a period not exceeding 14 days prior to an event and must be removed within 24 hours after the event.
- (6) New subdivision development signs. For each new residential subdivision that has been approved by the Town, two subdivision development signs are permitted to be located on some portion of the subdivision. Each sign shall not be more than 32 square feet in area, and no more than 10 feet in height. No illumination is allowed. Signs established under this subsection may remain within the subject subdivision until 80% or more of the lots in the subdivision have been sold, at which time all temporary subdivision identification signs shall be removed. Such signage shall be reviewed every six months.
- (7) Special event signs. Signs advertising special events may be placed not more than 14 days prior to an event and must be removed within 24 hours after the event.

B. Signs without a time limit.

- (1) Signs established by, or by order of, any governmental agency, including plaques and markers identifying buildings or properties on federal, state or local historic registers.
- (2) Directional signs. Signs shall be located entirely on the property to which they pertain, and not exceed four feet in height and two square feet in area. The number of directional signs permitted per property shall be the minimum necessary to provide adequate information for safe pedestrian and vehicular movement.
- (3) Flags. Signs shall not contain a commercial message.
- (4) Address numerals, nameplate and identification signs not exceeding four square foot in area. Nameplate signs for a dwelling group of five or more units may not exceed five square feet in surface area.
- (5) Incidental and auxiliary signs. Signs shall be located entirely on the property to which they pertain and not contain a commercial message visible off of the property.
- (6) Name and activities/services identification signs for church, school, hospital, sanitarium, club, library or similar institutional uses, not to exceed 32 square feet in area

and may be illuminated but not flashing.

- (7) Public notices or warnings required by a valid and applicable federal, state or local law, regulation or ordinance, or court order, or other warning signs indicating possible public hazards.
 - (8) Neighborhood watch signs and related government authorized signs located within a public right-of-way.
 - (9) Memorial signs and tablets displayed on public property or in cemeteries.
 - (10) Signs indicating personal property protections shall be located entirely on the property in which they pertain and not exceed greater than two square feet in area.
 - (11) Point-of-sale signs. Signs shall be located within 10 feet of the building entrance, or outside ordering area.
 - (12) Community message boards for display of information of temporary interest to the general community regarding upcoming events or activities.
 - (13) Signs or letters carved into a building that are an integral part of the building.
 - (14) Decorations, buntings or pennants exhibited to commemorate national, state or local holidays.
 - (15) Government-related and quasi-government-related off-premises wayfinding and directional signs to give sufficient public notice of the location of governmental facilities and individual destinations, unincorporated areas, and nonprofit facilities.
- C. Special exceptions. Subject to review and approval of the Town Board upon recommendation from the Plan Commission, the following sign types may be granted a special exception permit allowing specific and documented deviation from this section, provided such sign does not possess any of the characteristics of a prohibited sign.
- (1) Organizations of civic interest including both nonprofit and profit.
 - (2) Entities of federal, state, and Town government.

§ 360-125. General signage regulations.

The regulations contained in this section shall apply to all signs in all districts.

- A. Prohibited signs. Some specific signs and classes of sign provide little value in identifying a specific business, promoting advertising for a business or communication for a business, and may only harm community aesthetics and/or the public welfare. The following signs shall be prohibited within the Town:
- (1) Signs that resemble any official marker erected by a governmental agency.
 - (2) Signs that contain or are composed of pennants, ribbons, streamers, or spinners.
 - (3) Inflatable or tethered-type balloon signs.

- (4) Roof signs and roof-mounted signs.
- (5) Signs containing or composed of any animated part.
- (6) Signs that are illuminated with radiating, revolving, intermittent or flashing lights, or are illuminated in such a manner as to shine or reflect into any residence or onto any highway. This does not include electronic variable message displays.

B. Sign location restrictions.

- (1) No sign shall be erected or maintained which projects across property lines, except for official traffic control, parking, and directional signs, or as otherwise specified in this chapter.
- (2) No sign, temporary or otherwise, shall be affixed to a tree or utility pole or other natural features.
- (3) No signs shall be permitted that obstructs any window, door, fire escape, stairway, or opening intended to provide light, air, ingress or egress for any building or structure.
- (4) No sign shall be permitted that is located above buildings.
- (5) No sign shall be erected or maintained at any location where by reason of its position, proximity to the street right-of-way, wording, illumination, size, shape, or color it may obstruct, impair, obscure, interfere with the view of, or be confused with, any authorized traffic control sign, signal or device.
- (6) No sign shall be erected or maintained at any location where by reason of its position, proximity to the street right-of-way, wording, illumination, size, shape, or color creates a safety hazard for pedestrians or the operators of motor vehicles.
- (7) No sign or sign structure may be located or placed on Town-owned property or adjacent road right-of-way without written approval of the Town Administrator, after receiving an application for proposed placement of a sign. Restrictions for signs in the road right-of-way shall be as provided in § 320-20. Under no circumstances shall signs be located to obstruct the vision clearance area.

C. Sign design standards. The intent of this section is to encourage creative, distinct and effective signs which are appropriate for the individual premises, yet meet the community design standards. Sign design review is limited to the aesthetic and appropriateness of sign appearance. The following concepts and standards will be used to review signs for design approval:

- (1) Identification of businesses from moving cars must be balanced with the visual impact of signs on the rural landscape. Restraint in sign design can aid in identification, since small simple signs identify businesses with less confusion, limit counterproductive sign competition and protect the quality of the landscape.
- (2) Every sign shall be designed so as to complement the design elements of the building and site to which it principally relates, and where appropriate to the woodlands character, and shall be compatible with signs on adjoining premises.

- (3) Simplicity is the key factor to good design and readability. An effectively designed sign utilizing bold, easily recognized symbols and clear, crisp lettering will identify a business or activity efficiently and attractively, enhance the area in which it is located, and complement the general appearance of the Town. Pictures, symbols and logos can add individuality and character to signs, in addition to making them easier to read. The most common problems in commercial areas are an overabundance of signs that are often excessively large, all of which contributes to sign overload. This creates a visually chaotic situation in which no one sign gains the advantage, since the competing signs tend to cancel each other out in an unsuccessful bid to catch the buyer's eye.
 - (4) No sign shall use any word, phrase, symbol, shape, form or character in such manner as to interfere with moving traffic, including signs which incorporate typical street-type and/or traffic control-type signage designs and colors. Signs may not depict nudity, sexual activity, illegal activity or anything of an obscene nature.
- D. Sign construction and installation standards.
- (1) All signs, except those attached flat against the wall of a building, shall be constructed of weather-resistant materials to withstand wind loads in accordance to the most recent version of ASCE-7. Signs over 12 feet in height shall provide calculations signed and sealed by a licensed engineer showing compliance with ASCE-7.
 - (2) All signs shall be installed and maintained in a workmanlike manner using equipment which is adequate and safe for the task. A sign permit may be denied if the sign contractor does not have or does not arrange for use of adequate equipment.
- E. Sign density requirements.
- (1) Off-premises. Signs may not be placed closer than 1,000 feet apart. Signs may not be erected higher than 16 feet above surface grade.
 - (2) On-premises. Signs may not be placed closer than 100 feet apart. Signs may not be erected higher than 16 feet above surface grade.
- F. Electronic variable message displays.
- (1) In general. In addition to regulations imposed by this chapter, on-site electronic variable message displays shall be permitted in business zoning districts only with a conditional use permit, and are subject to the following restrictions, and minimum standards set by Outdoor Advertising Regulations under § 84.30(4)(bm), Wis. Stats., whichever is more restrictive.
 - (2) Standards for electronic variable message displays.
 - (a) Electronic portion size.
 - [1] The electronic portion of the sign fronting the road shall not exceed 50 square feet per side and a total of 100 square feet on both sides. Sign characters must have a minimum height of six inches, with recommended character heights outlined in the following table, as established using letter height guidelines established by the USSC Foundation.

Distance from Center Line to Sign (feet)	Recommended Sign Character Height (inches)
40	6
50	7
60	9
100	18

NOTES:

- * All signage intended to be viewed from State Highway 13 shall utilize characters with a minimum height of seven inches.

[2] No such sign shall exceed the area or height regulations specified for district sign regulations under § 360-126.

- (b) Length of messages. Each message shall remain in a fixed position for a minimum of six seconds.
 - (c) Transition of message. The transition time, or the time it takes to change the message, shall be accomplished in one second or less. Only frame effects of fading and dissolving shall be allowed. Any change of pictures or information shall not produce the illusion of blinking, flashing, expanding or contracting shapes.
 - (d) Brightness. No electronic message unit shall be illuminated to a degree of brightness greater than necessary for adequate visibility or a maximum of 500 nits (candelas per square meter) between dusk and dawn, 5,000 nits during daylight hours, or the minimum standards set by the Federal Highway Administration, whichever is more restrictive. All electronic message units shall come equipped with automatic dimming technology that automatically adjusts the sign's brightness in direct correlation with ambient light conditions. Signs found to be too bright will be adjusted to meet these standards after notification by the Town.
 - (e) Spillover light exceeding 0.2 footcandle, as measured at a residential property line, is prohibited.
 - (f) Electrical regulations. All on-premises electric signs shall be manufactured and installed in compliance with NFPA 70, the National Electric Code (NEC).
 - (g) Freeze of display when malfunction occurs. Such signs shall include a default designed to freeze a display in one still position if a malfunction occurs.
 - (h) Prior to issuance of a conditional use permit, the applicant shall submit a signed letter from the manufacturer or retailer certifying that the sign has the ability to be programmed to comply with the above requirements to the satisfaction of the Plan Commission.
- (3) Permitted locations for electronic variable message displays.

- (a) Maximum number of electronic variable message signs per site. No more than one electronic message units is allowed per site. Two sides of such sign are considered one electronic message unit.
 - (b) Distance between electronic message signs. The distance between electronic message signs shall be a minimum of 200 feet throughout the street frontage, unless the street frontage is under 200 feet, where one electronic message unit sign shall be allowed.
 - (c) Granting a conditional use permit for an electronic variable message sign under this chapter may be subject, but not limited to, consideration of traffic volume, speed limit of the area, or accidents in the requested area of placement, through reference to traffic counts, if available, or police reports.
 - (d) Sign messages must be directed to a state or federal highway, or a designated connecting highway, as mapped by the Wisconsin Department of Transportation in accordance with § 84.02(12), Wis. Stats.
- (4) Hazard abatement.
- (a) If the Public Works Department or designee finds that an electronic variable message sign is causing interference with the visibility or effectiveness of a traffic signal or control, the sign shall be turned off without delay.
 - [1] The electronic variable message sign shall not attempt, or appear to attempt, to direct the movement of traffic or contain wording, colors, shapes or likenesses to official traffic control devices.
 - (b) If the Public Works Department or designee finds that an electronic variable message sign is malfunctioning in a fashion that creates a hazardous glare or other traffic hazard, the sign shall be turned off without delay.
 - (c) The Public Works Department shall be provided with the means to turn off an electronic variable message display in the case of hazardous glare, interference with the visibility or effectiveness of a traffic signal or control, or other traffic hazard caused by the sign.
 - [1] In such situations, the owner of the sign must then meet with Town staff to determine how to rectify the situation, and the sign shall not be turned back on without written approval by the Town Chairperson or designee.

§ 360-126. Regulations for certain zoning districts. [Amended 4-16-2020 by Ord. No. 20-04; 1-19-2023 by Ord. No. 23-01]

Zoning districts, by definition, encourage and allow different uses and types of development. Therefore, the requirements for permitted signs in the districts also differ as related to types of signs, their height, area of coverage and setbacks.

- A. Signs in R-1, R-IC, R-2, R-3, R-4, R-5, LD Districts. Residential districts normally do not require the use of signs; however, certain higher-density uses and nonresidential uses create

special situations that require limited signage. No signs shall be erected except the following:

- (1) Permitted signs. Signs requiring no permits, wall sign, residential nameplate, and permanent subdivision signs.
- (2) Area restrictions. Wall signs and residential nameplates for single-family lots and lots containing four dwelling units or less (including home occupations) are limited to two square feet in area. Wall signs and residential nameplates for more than four dwelling units or other nonresidential uses are limited to 12 square feet in area.
- (3) Permanent subdivision signs are permitted one per subdivision entrance. The individual sign copy area is limited to 16 square feet and shall not be located within the setback area.

B. Signs in the RTC District. This district encourages compact development consisting of buildings that contain both single and multitenant uses. Businesses located in this district tend to rely less on passing traffic than other commercial districts. Permanent sign designs in the RTC District shall require approval by the Plan Commission. The size, scale and materials used in signs shall be complementary to the vision, guidelines and objectives identified in the Rome Town Center Design Plan. No signs shall be erected except the following:

- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs, monument signs and hanging signs. Banners may be permitted by the Zoning Administrator on a temporary basis. No off-premises signs shall be allowed in the RTC District unless approved by the Town Board upon recommendation by the Plan Commission. Municipal signs are exempt from the off-premises sign requirements. Ground signs and monument signs shall be placed to ensure a clear vision triangle/clearance area.
- (2) Area restrictions. The area of all permanent signs shall not exceed two square feet of sign area for each lineal foot of building frontage, with an additional one square foot per one lineal foot of the building on a corner lot. In the case of a multitenant business, each tenant shall be allowed two square feet of sign area per lineal foot of tenant space frontage. No individual sign in any sub-district shall be greater than 48 square feet.
 - (a) Area shall be calculated, generally, as the entire area of a sign on which copy may be placed, but only one side of a double-faced sign shall be included in the area calculation. Area calculations for painted or individual letter signs shall be calculated on the basis of the smallest rectangle that will enclose the entire copy area of the sign and shall include the areas between letters and lines as well as the area of any devices (whether illuminated or nonilluminated) that are intended to attract attention.
 - (b) For purposes of determining frontage for buildings on corner lots, the side with the longest width shall be used.
 - (c) Area restrictions for permanent signage shall not include directional or safety signs; however, the total directional and safety signage shall not exceed 50 square feet with no individual directional or safety sign greater than six square feet.

- (3) Height restrictions. Unless otherwise noted in this article, the maximum height of the following sign types shall be as follows: No wall sign shall exceed 20 feet in height and shall not project higher than the building. Hanging signs shall be no higher than the directly adjacent porch/building soffit it is attached to. Ground signs shall not exceed nine feet above the street pavement or sidewalk grade nearest to the sign.
 - (a) Projections and details such as architectural appurtenances shall not be included in sign height calculations, provided the projections and details do not include a logo or advertisement.
 - (4) Sign illumination. Any illuminated sign or lighting device shall employ only one light emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving lights, except as an approved electronic variable message display. In no event shall an illuminated sign or lighting device be directed or beamed on a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance as determined by the Zoning Administrator.
- C. Signs in B-1 and B-2 Districts. This district encourages auto-related businesses and features properties with both single tenants as well as multiple tenants. Businesses in this district tend to rely heavily on passing traffic. No signs shall be erected except the following:
- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs, special event signs monument signs, billboards, and mobile or portable signs.
 - (2) Area restrictions. Unless otherwise noted in this chapter, the maximum sign area allowed per sign for any sign permitted in a business district other than billboards shall not exceed 40 square feet for single tenant signs. Multi-tenant sign area shall not exceed 60 square feet. The maximum sign area for billboards permitted in the business district shall not exceed 300 square feet.
 - (3) Height restrictions. No ground sign shall project higher than 20 feet or six feet above the height of the building, whichever is less. Monument signs shall not exceed nine feet as measured above surrounding grade. No billboard shall project higher than 20 feet.
 - (4) Setbacks. No ground sign, monument sign, special event sign, and mobile or portable sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign, monument sign, special event sign, and mobile or portable sign be closer than five feet to any lot line. Billboards shall be placed with the closest edge of the sign within 10 feet of the right-of-way. In no case shall any portion of a billboard be closer than five feet of the right-of-way.
- D. Signs in the PSP District. These districts are designed for certain public uses and do not rely on traffic for business. No signs shall be erected except the following:
- (1) Permitted signs. Sign types in the PSP District are permitted only upon approval of the Plan Commission.
 - (2) Area restrictions. No sign shall exceed 10 square feet in area unless otherwise approved

by the Plan Commission.

- (3) Height restrictions. No sign shall exceed 10 feet in height unless otherwise approved by the Plan Commission.
- E. Signs in the SP District. These districts are designed for uses that tend to present a special problem or hazard to health, safety and general welfare of the public, and do not rely on traffic for business. No signs shall be erected except the following:
- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs, monument signs, billboards, and mobile or portable signs.
 - (2) Area restrictions. Unless otherwise noted in this chapter, the maximum sign area allowed per sign for any sign permitted in the SP District other than billboards shall not exceed 40 square feet for single tenant signs. Multitenant sign area shall not exceed 60 square feet. The maximum sign area for billboards permitted in the SP District shall not exceed 300 square feet.
 - (3) Height restrictions. No ground sign shall project higher than 20 feet or six feet above the height of the building, whichever is less. Monument signs shall not exceed nine feet as measured above surrounding grade. No billboard shall project higher than 20 feet.
- F. Signs in A-1 and A-2 Agricultural Districts. This district is designed for uses which rely on signs mainly for identification and not for pulling in traffic and business. No signs shall be erected except the following:
- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs and billboards.
 - (2) Area restrictions. Unless otherwise noted in this chapter, the maximum sign area allowed per sign for any sign permitted in agricultural districts other than billboards shall not exceed 40 square feet for single tenant signs. Multi-tenant sign area shall not exceed 60 square feet. The maximum sign area for billboards permitted in agricultural districts shall not exceed 300 square feet.
 - (3) Height restrictions. No ground sign shall project higher than 20 feet or six feet above the height of the building, whichever is less. No billboard shall project higher than 20 feet.
 - (4) Setbacks. No ground sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five feet to any side and rear lot lines. Billboards shall be placed with the closest edge of the sign within 10 feet of the right-of-way. In no case shall any portion of a billboard be closer than five feet of the right-of-way.
- G. Signs in CV and FR Districts. These districts are designed for open space uses with limited commercial activity. No signs shall be erected except the following:
- (1) Permitted signs. Signs providing directions or information about natural, historic, scientific features are permitted upon approval of the Plan Commission.
 - (2) Area restrictions. No sign shall exceed 10 square feet in area, unless otherwise approved

by the Plan Commission.

- (3) Height restrictions. No sign shall exceed 10 feet in height unless otherwise approved by the Plan Commission.
 - (4) Setbacks. No ground sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five feet to the side and rear lot lines.
- H. Signs in the Gateway Overlay District. The Gateway Overlay District is designed to maintain a higher quality of design with more restrictive sign regulations. No signs shall be erected except the following:
- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs and monument signs. Only one monument sign per lot shall be permitted.
 - (2) Area restrictions. The maximum sign area per business of all permanent signs in the Gateway Overlay District shall not exceed 80 square feet. No individual permanent sign in the Gateway Overlay District shall exceed: Single-tenant ground signs and monument signs shall not exceed 40 square feet and multitenant ground signs and monument signs shall not exceed 60 square feet.
 - (3) Height restrictions. Ground signs and monument signs shall not exceed nine feet in height as measured from the surrounding grade.
 - (4) Setbacks. No ground sign or monument sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign or monument sign be closer than five feet to the side and rear lot lines.

§ 360-127. Maintenance of signage; abandonment.

All signs within the jurisdiction of this article, including but not limited to those signs for which a permit is required, shall remain in a state of proper maintenance.

- A. Proper maintenance shall include cleaning; the removal of loose materials such as peeling paint, plastic, paper or other material; the replacement of missing, damaged or defective parts; the prevention of excessive rust, the prevention of excessive vibration or shaking; and the maintenance of the original structural integrity of the sign, frame and other supports, its mounting and all components thereof.
- B. Any signs which may be or may hereafter become unsafe, unsightly, or improperly maintained shall be repaired or removed by the owner or lessee of the property upon which the sign stands upon notice of the Zoning Administrator.
- C. If the sign is damaged, the owner shall have 90 days in which to repair or remove the sign.
- D. The entire area located within a minimum of 10 feet of any part of any on-premises and off-premises sign shall be maintained and/or mowed as appropriate and kept free of weeds and debris.

- E. 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 four months or when, in the judgment of the Zoning Administrator, 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, the Zoning Administrator may remove the sign at cost to the owner, following 30 days written notice.

§ 360-128. Nonconforming signs.

To maintain and enhance property values, aesthetics, and safety and to improve the uniformity of design in the Town of Rome, this section of the Zoning Ordinance is intended to eliminate all individual signs, groupings of signs and accumulations of signs that do not comply with the regulations of this article and other provisions of this chapter. To accomplish this objective, stringent requirements for the removal of nonconforming signs have been established. These regulations have been formulated with the understanding that the magnitude of hardships likely to be encountered by sign owners as a result of adherence of this article should not be great since most signs have a relatively short physical and economic lifespan.

- A. Signs lawfully existing at the time of the adoption or amendment of this article, and were previously permitted, which do not conform to the provisions of this article, may be continued although the use, size, or location does not conform to the provisions of this article. However, it shall be deemed a nonconforming use or structure and no changes may be made in number, size, copy or subject matter. Normal maintenance and repair of a nonconforming sign is permitted. Normal maintenance and repair does not include the alteration of a sign and is limited to painting and/or replacement of nonsupporting members such as the facing material or cross-bracing.
- B. The following situations shall result in the loss of nonconforming status for signs:
- (1) Placement of new signs. New signs, not to exceed the maximum allowable aggregate sign area, may be erected only upon the complete removal of all nonconforming signs of the same category existing on the property at the time of adoption of this chapter;
 - (2) Alteration of signs. The sign is structurally altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with the requirements of this article than it was before alteration;
 - (3) Change of location. Relocation of a nonconforming sign is prohibited, except in the case of a sign which is nonconforming only in relation to a setback and the new location is more compliant with the required setbacks;
 - (4) Damage to sign. In the event the nonconforming sign is damaged to such an extent that the cost to repair or reconstruct the sign exceeds 50% of the value of the sign;
 - (5) Cessation or change of business or activity to which the sign pertains; and
 - (6) Failure to maintain. Failure to comply with the maintenance, repair, construction standards, or abandoned sign regulations of this article.
- C. Upon the occurrence of any of the above, the sign shall be brought into compliance with this

article within 30 days of receiving a written notice of noncompliance from the Town and a new permit shall be secured. Upon failure to comply with this notice, the Town may cause removal to be executed pursuant to § 360-129.

- D. Nothing in this section shall relieve the owner or user of a legal nonconforming sign or the owner of the property on which the sign is located from the provisions of this article regarding safety, maintenance, and repair of signs.
- E. Notwithstanding any other provision of this chapter, a nonconforming sign or sign structure damaged or destroyed by violent wind, vandalism, fire, flood, ice, snow, mold or infestation after March 2, 2006, may be restored to, or replaced at, the size, location, and use that it had immediately before the damage or destruction occurred, and no limits may be imposed on the costs of the repair, reconstruction, or improvement of said sign or sign structure. **[Added at time of adoption of Code (see Ch. 1, General Provisions, Art. II)]**

§ 360-129. Noncompliance; violations and penalties; sign removal.

- A. All signs constructed or maintained in violation of any of the provisions of this article are hereby declared public nuisances within the meaning of this Code. Any person who shall violate or cause to be violated any provision of this article shall, upon conviction thereof, be fined in accordance with § 1-3, General penalty.
- B. If, upon inspection, the Zoning Administrator finds that a sign or sign structure is in violation of this article, the Zoning Administrator shall issue a written order to the owner or operator of the premises upon which the sign or sign structure is located stating the nature of the violation and requiring repair, removal, or conform the sign or sign structure within 30 days of the date of order. The Zoning Administrator may order the immediate removal of a sign or sign structure deemed dangerous or unsafe. The Zoning Administrator may bring an action to abate a sign deemed a nuisance in the manner set forth in the Wisconsin State Statutes. When it becomes necessary for the Zoning Administrator to remove or cause to be removed, or take down a nonconforming, abandoned, obsolete, defective, unsafe or dangerous sign or sign structure, the cost thereof may be placed on the tax roll as a special assessment and become a lien against the benefitted property, unless paid sooner.
- C. Prohibited signs or sign structures in the road right-of-way or on public property may be removed and destroyed by the Zoning Administrator, Public Works Department or Police Department without notice.