

**RESOLUTION NO. 2024-086
VILLAGE OF CALEDONIA**

**A RESOLUTION ESTABLISHING A POLICY FOR APPROVALS
AND PROCEDURES FOR WELCOME SIGNS**

The Village Board for the Village of Caledonia, Racine County, WI do resolve as follows:

WHEREAS, the Village of Caledonia recognizes the importance of welcoming residents and visitors with attractive, informative, and well maintained welcome signs; and

WHEREAS, it is in the best interest of the Village of Caledonia to establish a consistent and comprehensive policy for the design, placement, and maintenance of welcome signs; and

WHEREAS, the Communications Committee has reviewed the attached policy and agrees that the policy will create a standardized process for determining future location and design of welcome signs in the Village;

NOW, THEREFORE, BE IT RESOLVED, by the Village Board of the Village of Caledonia, that the attached policy will establish a consistent and comprehensive sign policy and recommends adopting the welcome sign policy as written in Exhibit A.

Adopted by the Village Board of the Village of Caledonia, Racine County, Wisconsin, this 23 day of July, 2024.

VILLAGE OF CALEDONIA

By: Thomas R Weatherston
Thomas Weatherston
Village President

Attest: Jennifer Olsen
Jennifer Olsen
Village Clerk

EXHIBIT A

Policy on Approvals and Procedures for Municipal Welcome Signs

1. Purpose

The intent of “Welcome” signage is to allow the Village to provide motorists a sense of arrival to the Village. These signs are allowed on Village owned land and are subject to standards for signage as stated in Title 16, Chapter 11: Signs. Any Location must be approved through the Village Board prior to construction. In situations where locations are on private property, the Village will record a sign easement allowing the Village to access and maintain the sign on private property (EXHIBIT A). All costs associated with the manufacture, installation, and maintenance of a “Welcome” sign is the responsibility of the applicant.

2. Definitions

- **Welcome Sign:** Any sign placed at the entrance of the municipality to greet visitors and residents.
- **Applicant:** Any individual, organization, or business entity seeking to install a welcome sign.

3. Scope

This policy applies to all welcome signs within the municipal boundaries, including those placed at the entrances of the municipality, neighborhoods, and districts. Welcome signs shall be located within 500 feet of the municipal border.

4. Policy

4.1 Application Process

1. **Submission:** Applicants must submit a complete Sign Application to the Planning & Zoning Department (PZD).
 - Application Form
 - Proposed Design (including dimensions, materials, and colors)
 - Proposed Location(s) (including a site plan)
 - Proof of Funding (if applicable)
2. **Initial Review:** The (PZD) will review the application for completeness and compliance with municipal regulations.
 - Incomplete applications will be returned to the applicant with a request for additional information.

4.2 Design Review

1. **Design Review:** The PZD will review the proposed design for aesthetic appeal, consistency with municipal branding, and adherence to safety standards.
 - The PZD may request modifications to the design to ensure compliance with guidelines such as, but not limited to:
 1. Acceptable font: Bengali Style
 2. Logo Design shall conform with adopted Village thistle logo design. No modifications to the logo are permitted.
 3. Sign Dimensions: No larger than necessary to accommodate the information that needs to be displayed per SEC. 16-11-2(b)(4).
 4. Acceptable Welcome Sign Designs:



2. **Approval:** Once the PZD reviews the design, the PZD will notify the applicant that the application is ready for review and approval by the Village Board.
 - If the design is not approved, the applicant will receive feedback and may resubmit a revised design.
 - The Village shall not require a proposed development project to incorporate a welcome sign as part of the development review process.

EXHIBIT A

GRANT OF SIGN EASEMENT

This Grant of Easement Agreement ("Agreement"), is made this day of, 2015 by and between the Village of Caledonia, whose address 5043 Chester Lane, Caledonia, Wisconsin, ("Grantor"), and _____, INC., , whose address is _____ Caledonia, WI _____ (Parcel ID No: _____) ("Grantee").

The Grantor, its successors and assigns, do hereby grant, sell and convey unto Grantee, its successors and assigns, a perpetual easement for the location, construction and maintenance of the outdoor advertising structure or structures and all necessary or desirable appurtenances on, over and upon the following described real property:

EXAMPLE LEGAL DESCRIPTION:

A part of the Southwest ¼ of the Southeast ¼ of Section 26, T.4N, R.13E.

City of Milton, Rock County, Wisconsin, more fully described as follows:
Commencing at the Southeast corner of said Section 26; thence N88°05'24"W, 1838.07 feet along the South line of said Southeast ¼; thence N00°51'21"W.

406.92 feet (recorded as N00°48'47"W. 407.19 feet) to a point on the South line of the Wisconsin Department of Transportation's (D.O.T.) railroad property; thence N52°12'25"W. 156.03 feet (recorded as N52°21'06"W. 156.10 feet to a point on the North Line of said D.O.T. railroad property also being a point on the East right-of-way line of State Trunk Highway '26' and being the point of beginning; thence N01°08'38"W, 18.14 feet (recorded as 18.19 feet) along said East right-of-way line; thence continuing along said right-of-way line N02°37'09"E, 81.89 feet; thence S77°21'20"E. 100.00 feet; thence S01°56'31"W. 100.00 feet to a point on said North Line of D.O.T. railroad property; thence N77°21'17"W (recorded as N79°20'25"W, 100.00 feet along said North line to the point of beginning, containing 9,875 Sq. Feet or 0.22 acres.

See Exhibit A attached and incorporated herein.

For and in consideration of the sum of Ten Dollars (10.00) and other good and valuable consideration to Grantor in hand paid by Grantee, the receipt and sufficiency of which is hereby acknowledged, Grantor herein grants a perpetual easement subject to the following terms and conditions:

Easement shall consist of a perpetual servitude of use that runs with the land and shall include the right to construct, service, maintain, improve, modify the sign to have as many advertising faces, including changeable copy facers or electronic faces, as are allowed by local and state law, replace, or rebuild any outdoor advertising structure on the property described. This right shall include but not be limited to a right of ingress and egress, a right to install, repair, replace and maintain underground and/or above ground electrical service, a right to maintain telecommunication devices as it pertains to the advertising structure only and a right of view,

prohibiting vegetation or improvements on the property described herein that would obstruct the view of advertising structure from the adjoining highway. The Grantor agrees that Grantee may trim any or all trees and vegetation in, on or about the Easement as often as Grantee deems necessary to prevent obstruction or to improve the appearance of the structure. Grantee, its successors and assigns hereby specifically hold Grantor, its successors and assigns, free and harmless from any damages or injuries to any person or property caused by Grantee's construction or maintenance activities on the property described.

Grantor warrants that it is the sole record owner of the immovable property over which this Easement is created, that such property is not subject to any mortgages or liens, that such property is not encumbered by any restrictions, easements, covenants, leases or other rights that are in any way conflicting with or inconsistent with the conveyance herein made, and that Grantor has the right and authority to execute this Easement and to grant, sell and convey the real rights set forth herein to Grantee.

The terms and provisions of this Agreement shall be binding upon and shall inure to the benefit of the heirs, successors, assigns and legal representatives of Grantor and Grantee.

Authorized by resolution of the Common Council of the Village of Caledonia this day of ____, 20__.

GRANTOR: _____

Village President