



CITY OF ONALASKA

PLANNING/ZONING DEPARTMENT

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Regulations on Temporary Signs for Garage Sales

Temporary signs are defined as: Any sign not permanently attached to the ground or a structure which is fabricated to be displayed for a temporary time period. Examples include but not limited to: banners, balloons, inflatables, flutter flags, yard signs, A-frame or sandwich signs, reader board signs, and other similar signs.

Regardless of the type of sign, the City of Onalaska does not allow any signs to be located in any street right-of-way (ROW) or within 5' from the ROW. ROW is land owned by the City on which streets are typically located. The right-of-way extends outward from the street and includes the area between the sidewalk and street edge, roadway ditches, boulevards and street corners. Signs also may not be attached to any utility poles, utility structures, trees, rocks, or other similar organic or inorganic natural matter. If signs are placed in the City owned right-of-way, the City may remove the signs. Signs that have been removed may be picked up from City Hall, Monday through Friday, 8:00 a.m. to 5:00 p.m. The City will hold the signs for up to 7-days.

The following applies to all temporary signs that are used to advertise garage sales, rummage sales, or estate sales, etc.

- Sign may advertise an on-premise sales event, meaning that the sign may only be located on the property where the sale is being held. If the event is a group garage sale, all participating properties may put up one sign.
- One sign allowed per parcel, or two signs on a corner parcel.
- For residential properties, sign face may be up to 4 square feet in area (per side).
- For commercial properties, sign face may be up to 8 square feet in area (per side).
- Sign may not be illuminated.
- Sign may be displayed for up to 72-hours total.
- Sign to be removed within 48 hours of the conclusion of the garage sale.
- Sign may not be located in the City owned right-of-way. (Rule of thumb: 15 feet from the curb.)
- Directional signs are not allowed. Signs may not be attached to any utility poles, utility structures, trees, rocks, or other similar matter.
- Note: City of Onalaska Ordinances allow only 2 garage sales per residence per calendar year, lasting no more than 3 days each.