

SUBCHAPTER 17-8: SIGNAGE REGULATIONS

Section 17.801 Purpose, Objectives and Jurisdiction.

(1) Purpose and Objectives. The purpose of this ordinance is to regulate noncommercial, commercial and event signage with a comprehensive system of reasonable, effective, consistent and nondiscriminatory sign standards and requirements. The Common Council, by enacting this ordinance, recognizes the City has a significant and substantial governmental interest in promoting public safety and aesthetic values through the regulation of signs displayed within the City of Oconomowoc. Sign regulations, including but not limited to those which control the type, design, size, location and safe construction, are hereby established to further the goals of safety and aesthetics and achieve more specifically, the following objectives:

- (a) To enable the public to locate goods, services and facilities without difficulty or confusion;
- (b) To protect property values, public investment and overall neighborhood character by promoting an attractive, harmonious and aesthetically-pleasing environment and preventing conditions which have undesirable impacts on surrounding properties;
- (c) To promote the development of attractive and harmonious residential districts, viable commercial districts and to identify industrial and other uses;
- (d) To protect the public and promote safety, including but not limited to traffic and pedestrian safety; and to minimize effects of signs which may distract or obstruct visibility of official traffic signals and other safety or informational devices; and
- (e) To protect scenic views and the visual environment along all city streets, highways and rights-of-way and to promote overall aesthetics, avoid clutter and avoid inappropriate scale.
- (f) To preserve the historically and architecturally unique character of the City.

Furthermore, the City of Oconomowoc advocates that this regulation leaves ample and adequate alternative channels of commercial speech communication for the messages portrayed on such advertising signage, namely, print media, broadcast media, and point-of-purchase display, and is narrowly defined so as to limit any prohibitions on commercial speech on exterior signage.

(2) Jurisdiction. This ordinance shall apply to all signs in the City of Oconomowoc. However, this ordinance shall not be construed to amend or conflict with any other ordinances or applicable law governing official traffic signs or signals.

Section 17.802 Sign Application Review and Permitting.

(1) Approval Required: No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered, nor shall the face of a sign or color be changed without a sign permit and conforming with the provisions of this chapter, unless said sign is exempt from the sign ordinance requirements per Section 17.803.

(2) Approval Process: Sign applications shall be filed with the City of Oconomowoc Planning Department, which shall review the application for its completeness, accuracy, design integrity,

and material for construction. If the sign is approved, the Planning Department shall inform the Building Inspection Department within five business days. If the application is incomplete or the sign does not meet the requirements of this Subchapter 17-8, it may be appealed to the Architectural Commission who shall approve or deny the application within 45 business days of receipt from the applicant. In considering a sign permit, the Planning Department shall consider the following:

- (a) The appearance, material for construction, location, lighting, height and size of the sign;
- (b) Safety of operators of vehicles upon the adjoining streets and highways;
- (c) The effect of the sign on property values within the immediate area;
- (d) The effect of such sign with respect to the scenic beauty of the vicinity in which the sign is proposed to be located;

(3) Application: Application for a sign shall be made on forms provided by the Planning Department and must contain the following information:

- (a) Name and contact information of the applicant and the property owner of the location of building, structure, or lot upon which the sign is to be attached or erected.
- (b) Name of person, firm, corporation, or association erecting the sign.
- (c) Written consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be affixed. If the property owner is the applicant, no written consent is required.
- (d) A scaled drawing of such sign indicating the dimensions, the materials to be used, the type of illumination, if any, and the method of construction and attachment.
- (e) A scaled colored copy of the proposed sign showing the exact color scheme is required. The City may accept a superimposed rendering of the site with the proposed sign(s).
- (f) A scaled site plan indicating the location and position of such sign in relation to nearby buildings, landscaping, structures, public streets and rights-of-way.
- (g) The applicant shall pay the applicable fee. The fee schedule is on file with the Planning Department. The fee shall be as from time to time determined by the Common Council.
- (h) Additional information as required by the Planning Department or the City Plan Commission.

(4) Architectural Commission Approval. At the discretion of the Zoning Administrator or upon request of the applicant, the Planning Department may forward sign permit applications to the Architectural Commission to approve the size, height, location, lighting, materials for construction, and design integrity of selected proposed signage.

(5) Special Exception. Proposed new signs or modifications to existing signs not in conformance with this Chapter shall require a special exception granted by the Architectural Commission. The sign application shall be forwarded to the Architectural Commission for special consideration and approval without a public hearing.

(6) Appeals. An applicant may appeal a decision made by the Planning Department to the Architectural Commission. Appeals from the Architectural Commission shall be made to the Plan Commission.

(7) Sign Permit Required: All approved sign applications shall apply for and receive a sign permit from the City Building Inspection Department prior to installation. Electrical permits shall be required for hardwired illuminated signs.

Section 17.803 Signs Allowed without City Review or Permit.

(1) No Permit Required: The following signs are permitted in all zoning districts without City review or permit, subject to the following and any other applicable regulations:

(a) Real estate signs. One real estate sign not exceeding twelve (12) square feet in area in all residential districts or 32 square feet in all other districts which acknowledges the sale or rental of the premises upon which the sign is temporarily located. In residential zoning districts, the property owner shall be allowed to place one sign on the property for sale. One additional off-premise sign open house sign may be located on property adjacent to the intersection of the street where the sale is to be held and the nearest arterial street on the day of the open house. Signs must be removed on the same day. Other than open house signs, no real estate sign shall be located in a street right-of-way. Signs that become a nuisance or create a vision problem will be removed by the City immediately. The property owner or real estate company shall be responsible for removing all signs no later than five days after the sale of the home or rental of the premises.

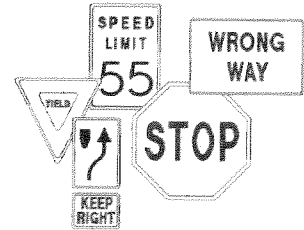
(b) Rummage sale and garage sale signs. One temporary rummage sale or garage sale sign not exceeding twelve square feet in area may be erected on the property having the sale. One additional off-premises garage sale sign may be located on property adjacent to the intersection of the street where the sale is to be held and the nearest arterial street on the day of the sale. Signs must be removed on the same day. Signs that become a nuisance or create a vision problem will be removed by the City immediately. Rummage sale and garage sale signs shall not be erected or placed within a public right-of-way.

(c) Portable/temporary signs. Portable / temporary signs such as banners, pennants, and/or balloons, for display purposes in any district, provided that no more than one temporary sign is allowed per property or per business on multi-tenant commercial sites; a portable sign shall not be located in any public right-of-way; shall not be internally illuminated, shall not be located closer than 10 feet to an adjacent property; shall not be over 24 square feet in area; will not extend over or onto any street, alley, sidewalk, or other public thoroughfare. Individual signs shall be displayed for a maximum of 30 days and reflect a professional appearance. Trailers with changeable copy lettering shall be prohibited.

(d) Flags. Flagpoles may display business name/logos in non residential zoned districts. Flagpoles displaying business logos may be permitted as long as other flags are flying in conjunction with it. One logo flag of a company or business shall be allowed, provided that it is flown along with the American flag and shall not be larger than that flag and no larger than 32 square feet in size.

(e) **Holiday decorations.** Holiday decorations may not contain a commercial message, shall not encroach upon the street right-of-way and decorations shall not cause a hazard to traffic or adjoining property.

(f) **Official signs.** Official signs, such as traffic control, parking restrictions, and public building directional signs, may be erected and may encroach upon the street right-of-way, provided that such signs will not cause a hazard to traffic or adjoining property.

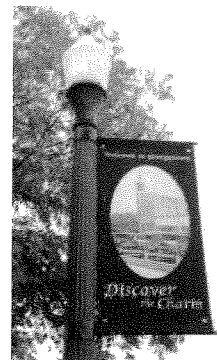


(g) **Election campaign signs.** Election campaign signs may be erected, provided that permission is obtained from the property owner, renter or lessee prior to their placement and provided that such sign shall not be erected more than 60 days before and 10 days after an election. The total of all political signs on a lot shall not exceed 32 square feet. No election campaign sign shall be located in a street right-of-way or on public property.

(h) **Window / Door signs.** Window or Door signs may be placed on the inside of buildings and shall not be flashing. Signs displayed inside buildings and inside of the glass shall not be subject to the limitations on the number of signs or count towards the business's maximum sign area. Window signs shall not exceed twenty-five (25) percent coverage of the total window area.

(i) **Memorial signs.** Memorial signs, tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure, including signs marking sites or buildings of historical significance.

(j) **Light Pole Mounted Banners.** Light pole mounted banners shall comply with the following: one banner per light pole not to exceed 12 square feet in area; minimum ground clearance height of 6' as measured from adjacent grade to the bottom of the banner. Banners shall be maintained in good repair.



(k) **Temporary contracting business signs** (painting, paving, landscaping, etc.) shall not exceed six square feet and shall be removed no later than five days following the completion of a project. No more than one sign may be placed on the property.

(l) **Construction zones.** The temporary placement of directional signs within the public right-of-way by commercial establishments in construction zones for the purpose of identifying or showing the alternative access location of businesses affected by the construction. Placement of signs shall be at a point of barricade or detour. Signage shall not be placed in the travel portion of the road, block vision, or operation of construction vehicles. The business shall coordinate with the Planning Department and Police Department for specific placement of the signage. The temporary signage shall be removed following completion of the construction project. This type of signage is subject to the following regulations:

1. Single businesses affected by the construction are permitted to have one temporary sign at the point of barricade or detour. The signage is not to exceed six square feet in area.
2. A building that contains four or more businesses is permitted to place one temporary sign at the point of barricade or detour for all businesses within the development affected by the construction. Signage for four or more businesses is not to exceed 32 square feet.
3. The City may remove signs that present a safety hazard or are located within the right-of-way.
4. The Planning Department may order sign removal if the sign is considered a safety hazard or impedes the progress of a construction project.
5. Signage may be removed at the discretion of the construction manager during individual phases of the construction project.
6. Portable trailer signs are prohibited.

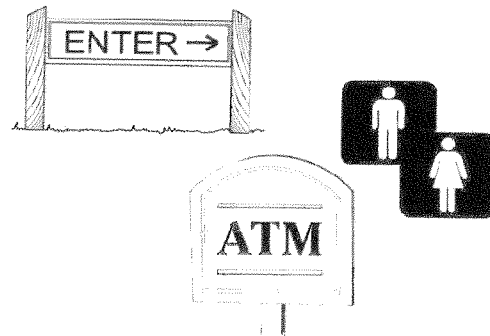
(m) **Temporary construction/development signs.** Temporary signs are permitted for projects with valid City approvals within the City of Oconomowoc. This type of signage is subject to the following regulations:

1. Number of signs. Up to two signs will be permitted per frontage on any parcel.
2. Size. Temporary construction/development signs shall not exceed 32 square feet in area and shall not exceed eight feet in height.
3. Duration. Temporary signs shall be removed following completion of construction project or upon the installation of a permanent sign for the development. For residential projects these signs shall be permitted to remain on the subject property until a time at which building permits have been issued for 80 percent or more of the lots or 80 percent of the units sold in the development.

(n) **Home occupation and professional home office signs.** One sign or nameplate to identify the approved business conducted on the property. Said sign shall not exceed two square feet in area and shall be mounted flush against the dwelling. The sign shall not be illuminated.

(o) **Farm or rural estate sign.** One sign identifying the farm or estate property on parcels not less than five acres in area may be permitted. The sign shall not exceed 20 square feet in area.

(p) **Directional signs** Six square feet in area or less with a maximum height of four feet are allowed. Directional signs include, but are not limited to, those that read "enter," "exit," "shipping," and "receiving." Company logos may be on directional signs, not to exceed one square foot per sign. There shall be a minimum setback of 3' from any property line.



(q) **Community Information signs.** A sign which displays information of interest to the general community regarding scheduled public events and public activities. Signs shall be erected not more than 30 days prior to event and removed within 2 days following said event. Each property is allowed no more than one Community

Information sign at one time. Signs shall not exceed 24 SF, nor have a maximum height exceeding 8 feet.

(r) **Sandwich Board / A-Frame signs.** Sandwich Board / A-Frame signs shall not exceed three and one half feet (42 inches) in height and two and one half feet (30 inches) in width; shall not block the sidewalk. In the Downtown District area the sign shall be located on the brick paver area. Each business is allowed no more than one sandwich board sign advertising the business. Multi-tenant buildings are allowed one sign per 20 linear feet of building width, with a minimum separation of 10'. Sandwich board use shall be limited to advertising the on-site business. No off-premise business or event shall be advertised. Signs shall be non-illuminated; and removed at the end of the business day.



(s) **Vehicle Signs.** Provided they are attached to a vehicle not trailers and incidental to the primary use of the business. Vehicles with advertising shall only be allowed to park on the premise for said business that holds an approved occupancy permit. Vehicles must be "in-use", which is defined as using the vehicle for business use by moving the vehicle off site at least once per business day. Long term storage of vehicles with advertising shall not be allowed.

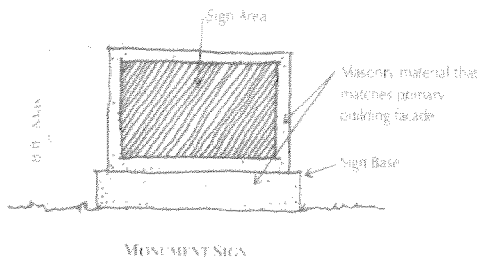
Section 17.804 General Provisions.

(1) Unused / Abandoned Signs.

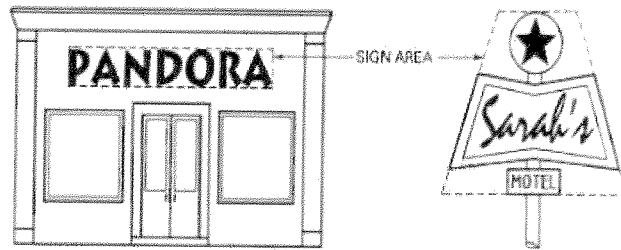
- (a) All unused signs that are also nonconforming with the provisions of this subchapter shall be removed from the premises upon which it is located within 30 days from the date of notice of violation.
- (b) All unused signs that otherwise conform to the provisions of the sign ordinance and have a valid sign permit may remain on the premise for six (6) months following the conclusion or termination of the reason for the sign. The unused sign shall have the copy, text, icon or any other message delivering features removed within 30 days from the date of notice of violation.

(2) **Measurement of Signs.** In calculating the area of a sign to determine whether it meets the requirement of this chapter, the Planning Department shall include the sign copy area, but not the border or frame surrounding that copy. Supporting members of a sign shall be excluded from the area calculation. Area of irregularly shaped signs or signs containing two or more detached elements shall be determined by the area of the smallest regular polygon that will encompass all elements of the sign.

Measuring of Sign Area



Ground Sign



Wall Signs

(3) Location.

- (a) All signs shall be constructed/erected on the business property.
- (b) No sign shall be located within the vision clearance triangle.
- (c) No sign shall identify or direct attention to a business, activity, or enterprise that is not located on the same premises as the sign. Off-premises signs, except official signs, are prohibited in the City of Oconomowoc.
- (d) When required for safety, curbs, protective bumpers or planters shall be placed below signs to prevent damage from passing motor vehicles or pedestrians.

(4) Maintenance.

- (a) The owner of any sign shall keep it in good maintenance and repair, which includes restoring, repainting to the same color, or replacement of a worn or damaged legally existing sign to its original condition. General maintenance does not require a sign permit. The owner shall also maintain the premises on which the sign is erected in a clean, sanitary, and inoffensive condition, free and clear of all obnoxious substances, rubbish, weeds, and grass. Restoration or painting for the same business which changes the name, size, color, face or location of a sign will not require a new sign permit.
- (b) The owner of any sign shall be required to have all parts and supports of a sign properly painted as directed by the Planning Department unless they are galvanized or otherwise treated to prevent rust and deterioration.
- (c) If the sign ownership should transfer, the new owner shall be responsible for the maintenance of the sign.
- (d) If the name of the business changes, the property owner shall be required to submit a new sign application.

Section 17.805 Non-Conforming Signs.

(1) Existing Non-Conforming Signs.

- (a) Signs lawfully existing at the time of the adoption or amendment of this chapter may be continued although the use, size or location does not conform to the provisions of this chapter. However, it shall be deemed a nonconforming sign, and the provisions of this chapter shall apply to specific nonconforming rights.

- (b) Any legal nonconforming sign hereafter relocated, moved, reconstructed, extended, enlarged, changed (not including changing the sign face), altered, or modified by the owner's request shall be made to comply with the provisions of this chapter. Maintenance of non-conforming signs including changing the sign face of existing advertising areas, but not the area devoted to the identification of the commercial center, light bulbs and painting is permitted. Non-conforming signs damaged by storm events or accidental shall be allowed to be reconstructed back to the degree of non-conformity as it was prior to the damaging event.

Section 17.806 Construction Standards.

(1) General Standards.

- (a) Signs shall not resemble, imitate, or approximate the shape, size, form, or color of railroad or traffic signs, signals or devices.
- (b) Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices. Signs shall not be placed so as to obstruct or interfere with traffic visibility.
- (c) No person shall display upon any sign or other sign structure any obscene, indecent, or immoral copy.
- (d) No signs or any part thereof or sign anchors, braces, or guide rods shall be attached, fastened, or anchored to any fire escape, fire ladder, or standpipe, and no such sign or any part of any such sign or any anchor, brace, or guide rod shall be erected, put up, relocated, or maintained so as to hinder or prevent free ingress or egress through any door, doorway, window, or fire escape or so as to hinder or prevent the raising or placing of ladders against such building by the Fire Department of the City, as necessity therefore may require.

(2) Lighting.

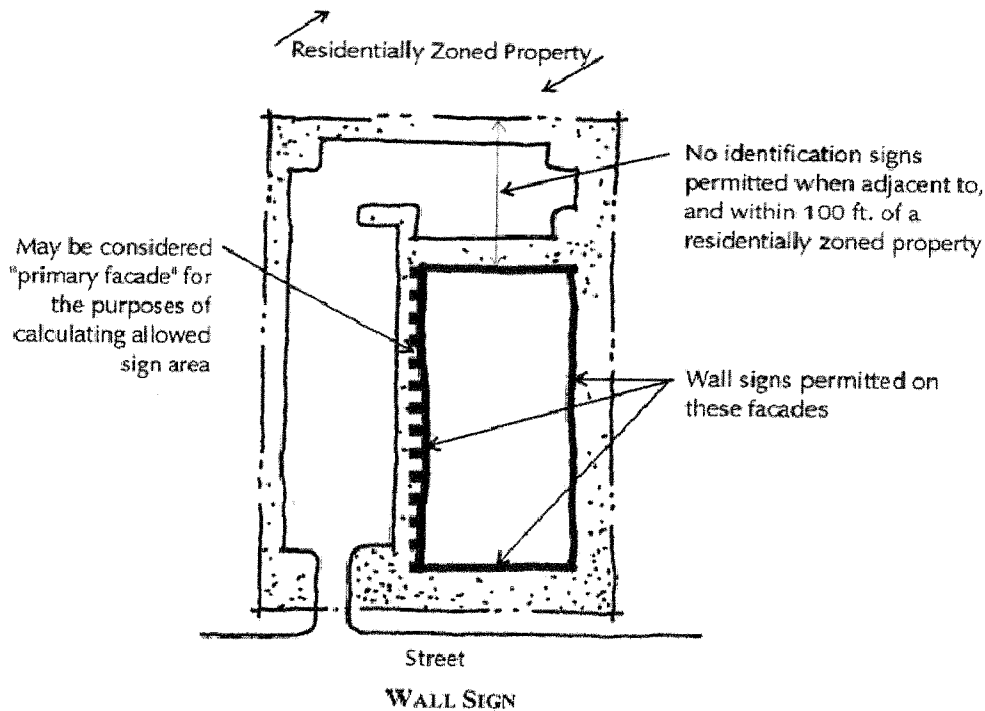
- (a) Illuminated signs, other than digital reader boards displaying time and temperature, shall not be illuminated during non-business hours or beyond 10:00 PM, whichever is later.
- (b) No sign shall be lighted in such a way as to cause glare or impair driver visibility upon public ways or adjacent properties. If external illumination is approved by staff, the fixture shall be mounted on a permanent unmovable base and the neck so as to prevent the fixtures from being tampered with or redirected. The sources of a sign's illumination (bulb or direct lamp image) shall not be visible from any street, sidewalk or adjacent property.
- (c) Externally lit signs shall be lit with fully shielded fixtures.
- (d) Signs shall not flash, animate or blink other than approved LED devices. Sirens, strobe lights and other illuminated devices shall not be used to draw attention to a sign or business.
- (e) Signs located in the Downtown District, shall conform with the sign criteria detailed in Section 17.809(4).

(3) Wind Pressure and Dead-Load Requirements. The applicant and installers shall ensure that all signs and other display structures shall be designed and constructed to withstand a minimum wind load of 80 miles per hour and snow load of not less than 40 pounds per square foot of area and shall be constructed to receive dead loads as required by the Building Inspector pursuant to the City Building Code.

(4) Landscaping. Freestanding signs shall be landscaped at their base. The plantings shall extend a minimum of one (1) foot beyond the edges of the sign. A landscape plan shall be reviewed and approved by the City Planning Department. Landscaping shall consist of shrubs, flowers, small trees or dry landscaping materials including, but not limited to, decorative rock, railroad ties, bark chips, and other decorative materials. The landscaping plan for permanent freestanding signs shall be approved at the time the sign application is approved.

Section 17.807 Sign Types.

(1) Wall Signs or Building Signs. Wall signs or building signs shall be placed against the exterior walls of buildings; the total area of signage shall not exceed one square foot in area for every one linear foot of building face width on which it is mounted; and shall not exceed the height or project beyond the building. There is no limit to the number of wall signs on a building, subject to the total sign area is not to exceed the allowance for said building. Multiple tenant buildings shall have a master sign plan approved identifying maximum areas for each tenant. No wall signs shall be permitted when adjacent to or within 100 feet of a residentially zoned property.



(2) Marquee and Canopy Signs. Marquee and canopy signs affixed flat to the surface of a marquee or canopy are permitted in lieu of a wall sign, provided that the sign does not extend vertically or horizontally beyond the limits of such marquee, awning, or canopy. A marquee or canopy may extend up to 12 feet beyond the building to which it is affixed, however, it shall not extend closer than one foot to the vertical plane formed by the curb line in a shopping center. A name sign not exceeding four square feet in area located immediately in front of the entrance to an establishment may be suspended from a marquee or canopy, provided that the name sign is at least eight feet above the sidewalk. The canopy sign shall be considered one of the two allowable signs. Upon consent of the Director of Public Works, canopies in the Downtown

District may extend 4' into the public right-of-way and shall have a minimum clearance of 8' from the pavement grade.

(3) Projecting Signs. Projecting signs are affixed to the building and project out. Projecting signs in the Downtown Area may project no more than 5' into the public right-of-way. The maximum area for projecting signs is 12 SF. The bottom edge of the projecting sign shall be mounted to provide a minimum clearance zone of 8' between the sign and ground elevation.

(4) Monument / Ground signs.

- (a.) All new signs and/or replacement of existing signs located along arterials or major thoroughfares shall be placed on a monument base constructed of the same material and color or shall enhance the exterior architecture of the principal building. Arterials include Wisconsin Avenue, Summit Avenue, STH 67, I-94, Silver Lake Street, Valley Road, and Brown Street. Monument signs are also required within the Oconomowoc industrial parks.
- (b.) The width of the sign base shall be adjusted to match the width of the sign box/sign panel. The sign base shall be a minimum of 18 inches tall. The monument sign shall not exceed eight feet in overall height above the mean lot grade and shall be entirely outside the sign setback line.
- (c.) Monument signs shall not exceed 50 square feet in face area per side. The face area includes all surface area of the signage box and sign face but excludes the surface area of the signage base described.
- (d.) Monument signs may be positioned either parallel or perpendicular to the public right-of-way, and shall be set a minimum of 10' from the front lot line and 5' from other lot lines.
- (e.) Address plaque or numbers shall be required on the monument base or incorporated onto the sign face and shall not be counted towards the overall signage area.

17.808 District Regulations.

(1) Residential Signs. Sign Regulations Applicable to the RA-35; CR-5; ER-1; SR-3; SR-4; MR-6; UR-10 and IR zoning districts.

- (a.) Signs shall comply with all provisions of the Municipal Code, including Sections 17.806 and 17.807 for general signage regulations and definitions.
- (b.) Signs identified in Section 17.803 are allowed in residential districts without a permit, subject to meeting all established regulations. All signs not identified in Section 17.803, but allowed in the zones listed above shall obtain a sign permit prior to installation.
- (c.) Rules for Particular Sign Purpose:
 1. Identification Sign for multi-family dwelling, institutional use, or group development is allowed one monument and one wall sign, up to 32 SF each. Subdivisions are allowed one identification sign at each entrance not to exceed 32 SF in area, with a maximum height of 8'. The minimum required setback is 10 feet from front yard lot line and 5 feet from side yard lot line.

(2) Non-Residential Signs. Sign Regulations Applicable to the **EO; SO; NC; CC; SC; UC; SI; UI; and IP** zoning districts.

- (a.) Signs shall comply with all provisions of the Municipal Code, including Sections 17.806 and 17.807 for general signage regulations and definitions.
- (b.) Signs identified in Section 17.803 are allowed in business, industrial and institutional districts without a permit, subject to meeting all established regulations. All signs not identified in Section 17.803, but allowed in the zones listed above shall obtain a sign permit prior to installation.
- (c.) Rules for Particular Sign Purpose:
 - 1. Multi-tenant building signs are referred to in Section 17.809(3).
 - 2. Wall Sign – For single tenant buildings, one primary wall sign with a maximum area of one and one half square feet of signage for every linear foot of exterior wall length on the supporting wall, up to 50 square feet. One secondary wall sign up to 50 square feet is allowed on a different wall, subject to the wall containing a secondary entrance or facing a road or parking lot.
 - 3. Monument / Ground Sign – One free-standing monument/ground sign per lot. The maximum area permitted is one-quarter square foot of signage for every foot of public street frontage on the street the sign will be adjacent to, up to a maximum sign area of 50 square feet. The maximum height is eight feet. The minimum required setback is 10 feet from front yard lot line and 5 feet from side yard lot line. Monument signs are prohibited in the CC District.
 - 4. Marquee, Canopy or Projecting signs are allowed as detailed in Section 17.807(2) and (c) and may be substituted for the wall sign.

	Zoning Districts RA-35; CR-5; ER-1; SR-3; SR-4; MR-6; UR-10; and IRS & IRM	Zoning Districts EO; SO; NC; CC; SC; UC; SI; UI; and IP
Wall Signs:		
Area	2 SF.	1.5 SF for every linear foot of wall length.
Number	1	Two sign maximum.
Setbacks	N/A.	N/A.
Height	N/A.	On Building.
Ground Signs:		
Area	32 SF max. for developments.	50 SF maximum per side.
Number	One per development entrance.	One per lot.
Setbacks	10' minimum.	10' front yard, 5' side yard.
Height	8' maximum.	8' maximum.
Sandwich Boards:	N/A.	2.5' x 3.5' max. size.

17.809 General Sign Regulations.**(1) Time-and-Temperature, LED Devices and Changeable Copy Signs.**

- (a.) Shall not exceed 25% of the total sign area and the area devoted to the changeable display shall be counted towards the total sign area.
- (b.) Shall not change more frequently than once every sixty (60) seconds.
- (c.) Shall not be displayed during non-business hours, unless the sign is a time and temperature sign.
- (d.) Shall not exceed more than three (3) lines of text.
- (e.) Text Lines must be at least four (4) inches in height.
- (f.) Shall consist of letters and numbers only.
- (g.) Animated, flashing, multi-colored displays, or similar types are prohibited.
- (h.) Time and temperature displays are permitted so long as the display changes no more frequently than once every six (6) seconds.
- (i.) All electronic LED signs and Changeable Copy Signs shall be approved by the Architectural Commission.

(2) Number of signs.

- (a.) Buildings occupied by a single business are allowed wall signage in accordance with Section 17.807(2)(b)3.b. In addition, businesses outside the Downtown area, may erect one ground sign. Businesses with multiple street frontages and buildings exceeding 40,000 square feet may submit an application to the Planning for one additional wall sign. The building must meet both criteria for minimum building size and multiple street frontages.
- (b.) All multi tenant buildings with four tenants or more may provide a wall sign tenant directory up to 8 square feet that shall not count towards the wall signage.
- (c.) Separate individual channel lettering wall or canopy or fascia signs may be allowed for each tenant in a retail, shopping, industrial or commercial center, subject to the approval of an overall coordinated sign plan by Planning staff for the building. Size of wall signs approved in this manner shall be figured using the width of the bay occupied by each tenant.
- (d.) Large developments, including single or multiple buildings with a cumulative size of over 40,000 square feet, may have an additional ground or wall sign to identify the development, subject to an application being filed and approved by the Architectural Commission.
- (e.) Price signs for gasoline or diesel fuel sales as required by law shall not be subject to limitations on numbers of signs; however, such price signs shall not exceed 32 square feet in area.

(3) Overall Coordinated Sign Plan.

- (a.) **Master Sign Plan.** All multiple tenant buildings shall be required to submit a coordinated master sign plan to the Architectural Commission for approval. The intent of the master sign plan is to set forth a theme for the placement, lettering style, color, construction, material and related design considerations of signs, while at the same time minimizing sign confusion and clutter. All owners, tenants and subtenants shall comply

- with the approved Master Sign Plan. The Master Sign Plan may exceed the permitted number and size of signs allowed, per the discretion of the Architectural Commission.
- (b.) **Master identification sign.** The overall coordinated sign plan shall permit multiple-tenant buildings with more than four tenants to have one freestanding monument sign identifying the name of the commercial center as a master identification sign. The master identification sign can display up to four tenants, provided that it is a four-tenant-or-less building.
- (c.) **Wall signs.** The overall coordinated sign plan shall permit multiple-tenant buildings to have a single wall sign for each approved business located on the building. In addition to the wall sign, the business name may be placed on a single master identification monument sign.
- (4) Downtown Signage Design Criteria.** Signs in the Downtown Area as determined by the Planning Department shall be in conformance with the following:
1. Downtown signs shall not be internally illuminated.
 2. Sign shall not conceal significant architectural features.
 3. Sign lighting shall not overpower the façade or streetscape.
 4. Flashing signs, external neon and plastic signs shall be prohibited.
 5. The sign shall complement the building character.
 6. Sign messages shall be unified with coordinated colors and lettering styles.
 7. Signs shall be constructed with long-lasting materials, high quality enamel paints and decay- resistant woods.
 8. Signs shall not be allowed to be placed above the first floor or ground floor of buildings.
 9. Obsolete signs shall be removed in a timely manner. After a business activity concludes, the business owner and / or property owner is responsible for removal of all signs.
 10. The scale of signage should be proportional to smaller buildings in the Downtown Area and be consistent with the pedestrian environment.
 11. Canopies in the Downtown area shall not be internally illuminated. Canopies with translucent materials shall be prohibited.

(5) Prohibited Signs. The following signs are prohibited within the City:

1. Off-Premise Advertising signs.
2. Pole signs.
3. Roof signs.
4. Billboards.
5. Inflatable devices.
6. Pennants and streamers.
7. Search lights or beacons.
8. External neon signs.

(6) Enforcement. In order to achieve the general purpose and objectives of the Sign Ordinance, it is necessary to remove all signs that are illegal, nonconforming, prohibited and unused. Each

such classification of signs involves a varying level of impact upon the general purpose and objectives of the Sign Ordinance.

(7) Sign Removal. Any sign and its supporting structure determined to be in violation of the Sign Code shall be removed within 30 days from the date of notice of violation, unless the City Planning Department has determined that such sign qualifies as a nonconforming sign. If such signs are not removed from the premises by the owner, user, or property owner following the thirty (30) days notice of violation, such signs shall be subject to removal by the City Planning Department or his/her designee. The existence of any prohibited or illegal sign shall also be considered a violation of the provisions of the sign code and shall be subject to penalties.

(8) Compliance. A business or property that has legal signage that does not meet the requirements of the Sign Ordinance shall be allowed to keep the legal non-conforming signage. If an applicant or property owner requests new signage (other than sign face replacements), the new signage shall meet all requirements of the sign ordinance.

(9) Penalty. Any person who violates any provision of this chapter or does not comply with the City approval, shall be subject to a penalty as provided in Section 25.04 of the Municipal Code. Each day a violation exists constitutes a separate violation and is punishable as such.

Section 17.810 Definitions.

The following definitions shall be used by this Subchapter to assist in the establishment of clear cut signage regulations. In general, Sign Types refers to the style of the sign. Sign Purposes refer to where or how a sign is used. Sign Measurement explains how the dimensions of a sign are determined.

- (1) **Sign:** Any object, device, display, structure, or part thereof, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Signs do not include the flag or emblem of any nation, organization of nations, state, city, religious, fraternal, or civic organization; also merchandise and pictures or models of products or services incorporated in a window display, works of art which in no way identify a product, or scoreboards located on athletic fields. Definitions of particular functional, locational, and structural types of signs are listed in this Section. (Traffic control and other public agency signs located within a right-of-way are not included within this definition and are not regulated by the provisions of this Chapter.)
- (2) **Canopy Sign:** A type of projecting, on-building sign consisting of a fabric or fabric-like sheathing material.
- (3) **Changeable Copy Sign:** A sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or the surface of the sign. Such

signs are also referred to as “electronic message boards” or “time and temperature devises.” A changeable copy sign can be a wall sign, projecting sign or freestanding sign.

- (4) **Community Information Sign:** A sign which may have changeable copy and which is limited to the display of information of interest to the general community regarding scheduled public events and public activities.
- (5) **Directional Off-Premise Sign:** A sign which indicates only the name, direction, and/or distance of a governmental facility. This definition does not pertain to off-premise advertising signs.
- (6) **Directional On-Premise Sign:** A sign which indicates only the name, logo (if under one square foot), and or direction of a pedestrian or traffic facility, or a particular building within a complex of structures, on the property on which said facility or building is located.
- (7) **Freestanding Sign:** A self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground. This type of sign includes monument signs and ground signs. The base and support(s) of any and all freestanding signs shall be concealed and shall comply with the State Building Code.
- (8) **Gasoline Pricing Sign:** Wisconsin Statutes require that all sellers and distributors of motor fuel shall post in a conspicuous place and on every pump the net selling price per gallon of such motor fuel. The price display on a motor fuel sign is exempt from the size limitations on a freestanding or wall sign. The exemption shall apply only to fuel prices, and not to brand names and logos, or to special sales of not-fuel products. The exempt area on any pricing sign shall be limited to no more than 32 square feet.
- (9) **Identification Sign:** A sign indicating the name and/or address of the project, property owner, tenant and/or manager of the property, address, and name and phone number of the property manger.
- (10) **Marquee Sign:** A type of projecting, on-building sign sheltering the entrance and/or entrance approaches of a theater, auditorium, fairground, museum or other use, which advertises present and scheduled events.
- (11) **Monument Sign:** A type of freestanding sign whose bottom edge is located within one foot of a ground-mounted pedestal and whose top edge is located no more than eight feet high.
- (12) **Multiple Tenant Sign:** A building with more than one business that has gained approval from the City.
- (13) **Off-Premise Sign:** A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where the

sign is displayed. Advertising signs include billboards. No new off-premise advertising signs shall be permitted within the City.

- (14) **Projecting Sign:** A type of on-building sign, other than a wall sign which is attached to and projects more than one foot, generally perpendicular from a structure or building face.
- (15) **Temporary Sign:** A sign or advertising display (including festoons, pennants, banners, pinwheels and similar devices) intended to be displayed for a certain period of time. Included in the definition of "temporary signs" are retailers' signs temporarily displayed for the purpose of informing the public of a "sale" or special offer.
- (16) **Vision Clearance Triangles:** The area formed by measured along the property line on corner lots for a distance of 15' in each direction along each right-of-way line and connected by a hypotenuse, to form a triangle. No signs in excess of 30 inches in height shall be allowed in the vision clearance triangle area.
- (17) **Wall Sign:** A type of on-building sign mounted parallel to a building facade or other vertical building surface.
- (18) **Window Sign:** Any sign placed inside or upon an interior window surface, or painted directly upon a window, and which is usually intended to be seen from the exterior.