

**VILLAGE OF MUKWONAGO
SIGN CODE
October 2011 Draft**

Chapter 64

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VILLAGE OF MUKWONAGO SIGN CODE

October 2011 Draft

(Please be advised changes may occur to this proposed sign code prior to adoption. References to former sign code sections within this draft are within Chapter 100, Zoning, of the Municipal Code. Article VII, Sections 100-501 through 100-518 of Chapter 100 will be removed if this proposed sign code is adopted.)

Chapter 64

Article I. General Provisions.

Section 64-1. General Provisions.

Chapter 64 of the Village of Mukwonago Municipal Code establishes minimum standards by regulating the design, area, number, location, construction and maintenance of all signs placed, installed, altered, replaced, relocated or removed within the Village of Mukwonago. *(New section as introduction to Article I.)*

Section 64-2. Purpose and Intent.

The regulations, controls and provisions of this Chapter 64 are to provide for and regulate the location and safe construction of signs to promote the public safety, area development, preservation of property values and the general welfare of the Village, and are intended to:

- A. Establish reasonable standards for business, organizations and other entities to advertise through the use of signs in order to maintain and encourage business activity and development while continuing a community wide environment of a village character as expressed within the Comprehensive Plan of the Village of Mukwonago that preserves the wholesome and attractive nature of the Village.
- B. Ensure that all businesses, organizations and other entities within the Village have equal opportunity for appropriate identification.
- C. Avoid uncontrolled proliferation of signs.
- D. Preserve and protect property values of businesses, organizations, other properties with appropriate signage, and the values of properties adjacent to or neighboring properties those properties.
- E. Lessen congestion of land and air space.
- F. Aid in traffic control and traffic safety.
- G. Provide against undue concentrations of signs which can distract and endanger traffic safety and traffic flow.
- H. Recognize the rights of the public to safely use roads, streets and highways without unnecessary visual interference on properties adjacent to the roads, streets and highways.

(Formerly Section 100-501; revised to more clearly express the intent and objectives of the update to the sign ordinance.)

Section 64-3. Requirement of Conformity.

- A.** No sign in the Village shall be hereafter located, erected, reconstructed, extended, enlarged, converted or structurally altered without conforming to the provisions of this Chapter 64
- B.** Nothing contained herein shall prevent the location, erection, reconstruction, extension, enlargement, conversion or structural alteration of official traffic, fire and police signs, signals, devices and markings of the State of Wisconsin, Counties of Waukesha or Walworth, and the Village or other public authorities, or the posting of notices required by law.

(Formerly Section 100-502 (a) and (b). Same wording except for spelling out name of state and adding county names.)

Section 64-4. Replacement of Legal Nonconforming Sign.

Any sign approved and permitted under prior standards, and which became legal nonconforming under this Chapter 64, shall be replaced and conform to the following standards.

- A.** Ordinance No. 709 adopted by the Village Board on August 19, 2003 required the removal or replacement of any sign that became legal nonconforming with sign standards of Ordinance No. 709. At the time of adoption of this Chapter 64 on _____, 2011, several signs that became legal nonconforming via Ordinance No. 709 remain legal nonconforming with this Chapter 64 in regards to conversion of a freestanding pole sign to monument sign. Those signs which became nonconforming on August 19, 2003 and remained nonconforming as of January 1, 2008 shall be removed, or replaced in accordance with the requirements of this Article, no later than January 1, 2013.
- B.** Any sign which became legal nonconforming as of the effective date of this Chapter 64 on _____, 2011 shall be removed or replaced in accordance with the requirements of this Chapter 64 with a change of business or organization owner which the sign advertises, with a change of use of the space of which the sign advertises, or any change to the sign face, sign design or sign structural components. Normal sign maintenance or a change of a portion of a sign face for an individual business within a freestanding sign advertising multiple businesses or organizations shall be allowed without any requirement for removal or replacement.
- C.** Any sign affected by this Section 64-4 and not removed by the required dates, shall be removed in accordance with the removal process outlined in Section 64-39.
- D.** Signs which are legal nonconforming shall be kept in good repair. In the event that any such sign is hereafter damaged or altered to any extent, or is removed by any means whatsoever, such sign shall be restored, reconstructed, altered or repaired only to conform with the provisions of this Chapter 64.

(Formerly Section 100-503. Added wording to take into account nonconforming signs not changed per prior sign ordinance, and to add wording about signs that become nonconforming with new sign ordinance.)

Section 64-5. Removal of Illegal Nonconforming Sign.

An illegal nonconforming sign shall be removed. An illegal nonconforming sign may include a sign installed without a permit, a sign installed or erected that does not conform to all applicable regulations and standards of this Chapter 64, or a sign specifically prohibited.

- A.** Any illegal nonconforming sign shall be removed in accordance with the process outlined in Section 64-39, or shall be immediately removed by the Building Inspector, without notification if the illegal nonconforming sign poses a public safety hazard.
- B.** Any illegal nonconforming sign not removed by the property owner or sign owner after notification as outlined in Section 64-39 shall be removed by the Zoning Administrator, with the cost of such removal charged to the property owner on which the illegal nonconforming sign is located or lack of removal shall be subject to Section 64-6..
- C.** Any sign determined to be illegal nonconforming by reason of location may be relocated by the property owner or sign owner with a permit, if the sign conforms to all other provisions of this Chapter 64.

(New section as a placeholder in order after the legal nonconforming sign section, and then referring to the removal process of Section 100-539.)

Section 64-6. Penalties.

Any person, firm or corporation that fails to comply with the provisions of this chapter shall, upon conviction thereof, forfeit not less than \$50.00 nor more than \$500.00 and any costs of prosecution for each violation and, in default of payment of such forfeiture and costs, shall be imprisoned in the county jail until payment thereof, but not exceeding 30 days. Each day a violation exists or continues shall constitute a separate offense. If any specific ordinance imposes a greater penalty, then that ordinance shall govern the amount of the penalty.

(This section the same as Section 100-27 of Zoning; need to retain in this new chapter.)

Section 64-7. Village Ordered Sign Relocation.

- A.** If the Village requires that an existing sign be moved, a permit shall be obtained in accordance with Sections 64-31 through 64-33.
- B.** If the Village requires that an existing sign be moved, and that sign is legal nonconforming prior to its move, the property owner or sign owner may relocate the sign to a conforming location after issuance of a permit for said sign. Relocation shall occur within the timeframe as specified by this Chapter 64 to as set by the Zoning Administrator or Building Inspector..
- C.** Any orders issued by the Zoning Administrator or Building Inspector regarding safety or maintenance shall be heeded.

(Formerly Section 100-502 (c). Wording removed that waives permit fee, and wording changed to coordinate with other similar language in Article.)

Section 64-8. Definitions.

The following definitions shall apply to words, terms and phrases within this Chapter 64.

Abandoned Sign. A sign which no longer identifies or advertises a bona fide business, lease, service, owner, product or activity, or for which no legal owner can be found, and which has no historical significance.

Accent Symbol. A solid color or multi-colored design as part of a wall sign system having the intent of drawing attention to the sign or providing a color or colors associated with the business or organization.

Abutting Residential. For the purpose of sign regulation in the Village of Mukwonago, abutting residential shall mean when a sign on a same front, side or rear of a property that is contiguous to a property used for and zoned residential, or separated there from only by a non-arterial street, alley, railroad right-of-way from property used for and zoned residential. A sign on or along a front or side of a building that is opposite of the side of a property away from a residential property, although the property on which the sign is located is abutting residential, the sign is not considered abutting residential.

Adjacent Grade. For the purpose of sign regulation in the Village of Mukwonago, adjacent grade means the highest finished grade level onto which the sign is attached.

Applicant. A person who applies for any permit or approval to do anything governed by this chapter and who has legal standing to apply for a permit or approval on the specific property.

Awning. An architectural embellishment covering attached to the outside of a structure, erected on or over a window or door, typically supported by a metal frame and covered in a fabric or flexible vinyl product, or similar flexible durable material. A lighted awning, either internally or from the exterior, without sign copy is not an awning sign.

Awning Sign. A sign that is mounted or painted on or attached to an awning, canopy or marquee. An awning sign shall conform to standards or wall signs; however only the sign copy size and logo size, if displayed, as determined by the square footage within an imaginary polygon drawn around the sign, shall count toward the maximum allowed wall sign square footage for the business. A logo shall not be displayed without the business name. Display of an address on an awning is not a sign.

Banner. A temporary sign with letters, a message, logo or statement advertising a business made of cloth, paper, fabric or another durable flexible material attached to the building in which the business advertised on the banner is located, or securely attached to and between temporary poles located on the same property on which the business advertised on the banner is located. A banner sign shall be either square in dimension or horizontal with the width dimension greater than the height dimension. Any commonly known banner attached to a pole on one side of the banner is considered a flag for the purposes of this Chapter 64.

Billboard. An outdoor advertising sign or poster panel which advertises products, businesses, and/or services not connected with the site on which the sign is located, which may be a sign on a substantially permanent structure which display services of a type which are customarily leased for commercial purposes. A billboard is not permitted within the Village of Mukwonago pursuant to Section 64-13.

Box Sign. A sign that is self enclosed in a typically square or rectangular structure with or without internal lighting. A box sign may be either single faced or double faced, where applicable.

Bulletin Board. A type of directory sign that has changeable copy enclosed in a casement covered by glass, plexi-glass or other transparent material. A bulletin board sign may be permitted in any residential district provided it is used in conjunction with government functions, churches, schools or similar institutions. A bulletin board is not a reader board.

Business Zoning. Any of the separate zoning districts within Chapter 100 of the Village of Mukwonago Municipal Code (zoning) that has business as part of the zoning district name and description, normally designated with a “B” and number.

Building Inspector. For the purpose of this Chapter 64, the building inspector is a person or any one of a group of persons assigned by the Village Board and/or Village Administrator to regulate and inspect matters of sign installation, maintenance and enforcement in accordance with health and safety standards and codes and issue permits for sign installation when required by this Chapter 64 if the sign complies with health and safety standards and codes for signs. The person or group of persons assigned with building inspection responsibilities from time to time may be assigned the duties of Zoning Administrator, but the duties of each described within this Chapter 64 are separate and distinct.

Central Village. The geographic area of the Village of Mukwonago bounded by:

- a. North—Pearl Avenue east of Rochester Street (STH 83); Eagle Lake Avenue west of Rochester Street (STH 83).
- b. South—Mukwonago River.
- c. East—Railroad Right-of-Way.
- d. West—Lois Street south of Atkinson Street to shore of Lower Phantom Lake; Park Place Avenue north of Atkinson Street with same line extended to north boundary of Central Village.

Central Village (alternate definition of just the area formerly called the Historic Preservation or Design Sensitivity Review Area). The geographic area of the Village of Mukwonago including the properties with the following addresses:

North Rochester Street: 101, 111, 207, 211, 214, 215, 301, 306, 317 and 318.

South Rochester Street: 200, 201, 204-210, 214, 300, 301-305, 307-309, 310, 313, 315, 318, 400, 409, 414, 420, 511 and 525.

South Main Street: 106, 108, 110, 114, 201, 206, 211, 216, 300, 306, 314, 315, 400, 406, 407, 411, 414 and 417.

Lake Street: 103-109 and 114

Atkinson Street: 111 and 326

Henry Street: 211 and 300

Meacham Street: 211 and 311

Field Street: 100, 101, 105 and 210

Fox Street: 105

Directory Sign. A sign or a portion thereof that identifies the names of tenants in a multi tenant building or a development made up of a group of buildings. The directory sign shall be a part of a freestanding sign located on the same property of the tenants so identified on the sign.

Double Faced Sign. A sign that has the same dimensions, sign elements and sign copy (except for reader boards copy) back to back that can be viewed from opposite directions, or when allowed a v-shaped with the same dimensions, elements and copy.

Flag, Government. A piece of cloth or lightweight fabric, mounted on a pole usually on one side of the flag or attached to a movable cord mounted to a pole, depicting the colors, insignia, and/or symbol of the United States of America, a branch of the military of the United States of America, the State of Wisconsin, Waukesha or Walworth Counties, Village of Mukwonago, Mukwonago Area School District, and any other officially authorized design of one of the aforementioned governments.

Flag, Non-Commercial. A piece of cloth or lightweight fabric, mounted on a pole usually on one side of the flag or attached to a movable cord mounted to a pole, that (1) does not display a logo, color scheme, message, statement or expression relating to any commercial interest except for a community wide special event or a sports team of local interest; and that (2) provides a design and/or color scheme that recognizes a community organization, recognizes a holiday, presents seasonal colors or provides colors to enhance the aesthetic appeal of a property. A vertical flag mounted on a pole that is commonly called a banner is considered a flag under this definition.

Flashing Sign. A sign or a portion thereof which changes light intensity or switches on and off in constant pattern, or contains motion or the optical illusion of motion. A flashing sign is prohibited within the Village of Mukwonago.

Floor. For the purposes of Chapter 64, a floor is a portion of a building included between the surface of a story of a building and the next floor, story or roof line above it.

Freestanding Sign. Any sign permanently affixed to a monument sign base or a pole, when permitted that is affixed to the ground independent of any other structure or building. See also pole sign, monument horizontal sign or monument vertical sign.

Hanging Sign. Any sign presented horizontally that hangs from an awing, canopy or overhang over private property with a minimum clearance of seven (7) feet from the bottom of the sign to the ground or pedestrian walkway, or 10 feet from the bottom of the sign to any vehicle drive.

Inflated Device, Ground Mounted or Aerial. An air filled object made of strong plastic or rubber expansive material designed to bring attention to a business, located on the same property on which the business the inflated device advertises is located.

Illegal Nonconforming. Any sign, the area, dimensions, location or design of which were unlawful at the time the sign was erected, and which continues to non-conforming to the current standards and regulations due to the adoption, revision or amendment of this Chapter 64. See also Legal Nonconforming.

Landscaping. The improvement of the appearance of the area surrounding a freestanding pole sign by the planting of grass, shrubs, other plants or other materials such as natural stone.

Legal Nonconforming. Any sign, the area, dimensions, location or design of which were lawful at the time the sign was erected, but which fail to conform to the current standards and regulations due to the adoption, revision or amendment of this Article VII. See also Illegal Nonconforming.

Logo. A logo is a graphic mark; symbol or emblem commonly used for a business or an organization to aid and promote instant recognition. The logo can be symbol of a parent company to which the local business represents and has a contractual affiliation.

Manufacturing Zoning. Any of the separate zoning districts within Chapter 100 of the Village of Mukwonago Municipal Code (zoning) that has manufacturing as part of the zoning district name and description, normally designated with an "M" and number.

Masonry. Masonry is a stone like material laid in and bound together. The common materials for a masonry sign base are brick and stone such as marble, granite, travertine or limestone. Split face block can be utilized if matching the split face block consistency and color on the building the sign advertises. Full brick pieces or stone may be installed over a solid interior base, such as concrete or solid wall construction. The exposed masonry of a masonry sign base may not be cement, concrete, concrete block, painted concrete block, glass block, stucco and tile.

Monument Horizontal Sign. A freestanding monument sign having the sign face area that counts toward overall maximum sign size as either square in height and width dimensions, or the height dimension is less than the width dimension.

Monument Sign. A freestanding sign continuously attached to a continuous structural base affixed to the ground, which base is not less than the width and depth of the sign attached to it. Monument signs do not include freestanding signs supported by poles.

Monument Sign Base. A continuous masonry structural base affixed to the ground to serve as the base for a freestanding horizontal monument sign or a freestanding vertical monument sign.

Monument Vertical Sign. A freestanding monument sign having the sign face area that counts toward overall maximum sign size with the height dimension at least 1.2 times the width dimension.

Multi Tenant. A property or structure occupied by multiple leaseholders each with its own public entrance from the exterior of the building or through a shared lobby, atrium, mall, or hallway and separated from other tenant spaces by walls.

Non-Central Village. The geographic area of the Village of Mukwonago outside of the defined boundary of the Central Village.

Off-premise Sign. An outdoor advertising sign or poster panel which advertises products, businesses, and/or services not connected with the site on which the sign is located, which may be a sign on a substantially permanent structure which display services of a type which are customarily leased for commercial purposes. An off-premise sign is not permitted within the Village of Mukwonago pursuant to Section 64-13.

Pedestal Sign. A pedestal sign means a sign securely attached at the top or near the top of a vertical pole, support or base constructed of wood, metal or similar rigid and durable material displayed outside and near the main building entrance of a business to temporarily identify a product or service, typically a restaurant menu or a special sale item.

Permit. For the purposes of this Chapter 64, a document issued by the Zoning Administrator or the Building Inspector stating a sign meets the requirements of this Chapter 64 and any other applicable codes to allow that sign to be duly placed and installed within a property within the Village of Mukwonago. Each sign type that requires a permit under the provisions of this Chapter 64 shall be included in a list determined and maintained by the Zoning Administrator and the Building Inspector to either Zoning Administrator or Building Inspector responsibility to issue said permit. Permit application forms shall be made available to applicants for sign permits, and the Village Board may set fees to issue a sign permit and complete sign inspections per sign type.

Plan Commission. The body with the responsibility of review of signs and special exceptions as required by this Chapter 64, as organized under Wisconsin State Statutes Section 62.23 and Village of Mukwonago Municipal Code Chapter 62.

Pole Sign. Any freestanding sign more that do not meet the definition of monument sign. A pole sign is composed of the sign cabinet and the sign pole or pylon by which the sign cabinet connects to the ground.

Portable Sign. A sign that is not permanent, affixed to a building, structure, or to the ground. Such sign is sometimes mounted on wheels to make is transportable.

Projecting Sign. A sign that is wholly or partly dependent upon a building for support and which projects more than 12 inches from such building.

Public Entrance. An entrance to the interior space of an office, commercial or retail business, or industrial building that is located and designed, and allowed by applicable Building Codes, to be used as an ingress/egress to the interior space by customers or visitors, and that is available for use by the public during business open hours. An entrance used solely for employees and/or deliveries shall not be determined to be a public entrance.

Reader Board. A portion of a sign on which letters and other sign copy are readily replaceable either manually or electronically such that copy can be changed from time to time at will, and with copy changed at a frequency of at lease once every six (6) months; however individual applied letters shall be changed at a frequency of at least once every seven (7) days, and electronic messages shall not change more than one (1) minute intervals. A reader board includes other terms such as changeable copy sign, message board or electronic message board or LED message board.

Residential. For the purpose of sign regulation in the Village of Mukwonago, residential means any property used as a dwelling or dwellings and zoned for residential within Chapter 100 of the Village of Mukwonago Municipal Code (zoning).

Roof Sign. A sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the point of a building with a flat roof, the eaves line of a building with a gambrel, gable, or hip roof, or the deck of a building with a mansard roof.

Sandwich Board Sign. A sandwich board sign means a two-sided portable sign constructed of wood, metal or similar rigid and durable material displayed outside and near the main building entrance of a business to temporarily identify a product or service, typically a special sale item, special sales event or help wanted. The sandwich board sign is generally two (2) individual sign surfaces connected at a pivot point at the top of the sign surfaces so that each sign surface can support itself and be placed on a flat solid surface in the form of an inverted "v" shape.

Setback. For the purpose of sign regulation in the Village of Mukwonago, setback means the required minimum horizontal distance between any part of a sign or sign structure and any right-of-way line (front property line), side property line or rear property line.

Single Tenant Building. For the purpose of sign regulation in the Village of Mukwonago, a single tenant building is a stand alone building designed for and occupied by a single office, commercial, organization or industrial business.

Sign. Any medium, including its structure, words, letters, figures, numerals, phrases, sentences, emblems, devices, designs, trade names or trade marks by which anything is made known and which are used to advertise or promote an individual, firm, association, corporation, profession or business, and which is visible to the public.

Sign copy. The business name and message to identify an on-site business, and any other elements of a logo, accent stripe or accent color allowed by this Chapter 64

Sign face. The area or display surface used for the message.

Sign, ground. Any sign placed upon or supported by the ground independent of any other structures.

Sign Height. The vertical distance from adjacent grade to the highest point of a freestanding sign, or for other signs the vertical distance of the sign or all combined wall elements.

Sign Maintenance. Sign maintenance is the normal care needed to keep a sign functional, such as cleaning, painting, oiling and changing of light bulbs.

Sign, Multi Tenant for Wall Signs and Projecting Signs. A sign for an office, commercial or industrial building occupied by two (2) or more leasable business areas; however each leasable area must have a public entrance separate from any other leasable business area

and public access directly to the leasable business area via the building exterior or a common lobby or corridor. Leasable business areas that are incorporated within a larger leasable business area or business of the property ownership and are dependent upon the larger leasable business area for hours of operation, facilities, utilities and the like shall not be determined to be multi tenant. If the public cannot enter a leasable business area when the larger leasable area is not open to the public, then the leasable business area shall not be eligible for a wall sign or a projecting sign as a multi tenant business. In addition, any building with separate condominium ownerships shall be multi tenant.

Sign, Multi tenant for Freestanding Signs. A sign for an office, commercial or industrial building occupied by two (2) or more leasable business areas, or a grouping of buildings within a unified development on the same property that may have multiple tenants per building or within each building. In addition, any building with separate condominium ownerships shall be multi tenant.

Sign Width. The maximum horizontal distance between the sides of the sign face for a freestanding sign including monument sign columns, or for other signs the maximum horizontal distance between the sides of the sign of all combined sign elements.

Single Tenant Building. For the purpose of signage, a stand alone building designed for a single office, commercial or industrial business that may have multiple uses within a larger integral space designed as a single entity.

Temporary Business Sign. A temporary business sign is either a sandwich board sign or a pedestal sign design to provide temporary advertisement to a permanent business and augment the permanent signage of that business. A temporary business sign is not the same as other temporary signs allowed in this chapter.

Temporary or Special Event Sign. A nonpermanent sign intended for use for a short period of time as specified in this Chapter 64 typically constructed of canvas, fabric, wood, plastic, cardboard or wall board, with or without frame.

Vehicle or Trailer Sign. A permanent or temporary sign affixed, painted on, or placed in or on any vehicle, trailer, or other device capable of being driven or towed, which is displayed in public view so that the primary purpose is to attract the attention of the public, rather than the vehicle or trailer to serve the business of the owner thereof in a manner which is customary for said vehicle or trailer for transportation or carrying of materials.

Village Board. The elected officials of the Village of Mukwonago comprised of a Village President and six (6) trustees.

Wall Sign. A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign and which does not project more than 12 inches from such building or structure.

Window Sign. A sign that is applied or attached to the interior of a window or located in such manner within the building that it can be readily seen from the exterior of the building through a window.

Zoning Administrator. For the purpose of this Chapter 64, the zoning administrator is a person or any one of a group of persons assigned by the Village Board and/or Village Administrator to review and approve sign installation, maintenance and enforcement in accordance with the standards and requirements of this Chapter 64, and may from time to time have the authority to issue a permit for sign installation when the proposed sign does not a review by the Building Inspector. The person or group of persons assigned with zoning administration responsibilities from time to time may be assigned the duties of Building Inspector, but the duties of each described within this Chapter 64 are separate and distinct.

Reserved. Sections 64-9 and 64-10.

Article II. Regulations and Standards.

Section 64-11. Regulations and Standards for Signs within the Village of Mukwonago.

Sections 64-11 through Section 64-19 establishes regulations and minimum standards for the design, area, number, location, construction and maintenance of all signs placed, installed, altered, replaced or removed within the Village of Mukwonago, and regulates signs or other forms of business, organization and property identification that are not permitted. *(New section as an introduction to Article II.)*

Section 64-12. Required Permit and Review.

- A.** A sign permit shall be required before the location, erection, reconstruction, extension, enlargement, conversion or structural alteration of any sign or signs, except as otherwise provided in this Section 64-14. When a sign or signs are illuminated electrically, a separate electrical permit shall be obtained. *(This was formerly Section 100-504, with a slight change in wording.)*
- B.** Prior to issuance of a permit for any permanent sign, the sign shall be reviewed and approved by the Zoning Administrator, Plan Commission or Village Board in accordance with the procedures of Section 64-32 to ensure compliance with the regulations and standards of this Chapter 64. *(New paragraph to emphasize the need for a permit.)*

Section 64-13. Prohibited Signs.

It is unlawful to erect or maintain the following signs.

- A.** Signs that resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs, signals or devices are prohibited.
- B.** An abandoned sign or abandoned sign structure is prohibited
- C.** A vehicle or trailer sign is prohibited.
- D.** Any off-premises sign is prohibited. Signs shall be located on the same property on which is located the business, organization or other entity the sign advertise or identifies. No sign shall be located on any property within the Village of Mukwonago that refers to or advertises a business, organization or event on a different property unless the sign is specifically exempted from this provision under the terms of this Chapter 64. Temporary

Special Community Events signs regulated under Section 64-14 (P) are exempt from this restriction; however, those temporary signs shall be erected for no longer than two weeks.

- E. Any billboard is prohibited.
- F. Any commercial flag is prohibited.
- G. Any sign with flashing lights or messages is prohibited. Any message on a reader board shall remain for a period of at least one (1) minute.
- H. Any sign that blocks fire department or other Village authorized emergency personnel access and use of fire hydrants, building fire department connection, standpipe, fire escape, or any other fire suppression and safety equipment; and any sign that blocks building egress are prohibited.
- I. Any temporary or permanent sign or any other advertising device such as a flag or banner not specially listed as permitted or allowed, or allowed with special exception approval, in this Chapter 64 are prohibited.
- J. Any temporary or permanent sign or any other advertising device such as a flag or banner that may be permitted or allowed by this Chapter but does not conform to the stated setback, size, height, location, duration of sign display or design standards of this Chapter 64 for the specific sign type are prohibited.
- K. Any temporary or permanent sign that is installed, erected or placed on a property in the Village of Mukwonago without a permit when a permit is required by this Chapter 64 are prohibited.

(Formerly Section 100-511, with several additions and change of wording for clarity.)

Section 64-14. Signs and Temporary Signs Not Requiring Permit.

A permit shall not be required for the following sign types or activities, provided that all such signs shall be subject to all applicable provisions of this Chapter 64 and do not impair traffic visibility.

- A. Real Estate Signs; Improved Real Estate for Sale, Rental or Lease on Non-Residential Property.** Signs advertising improved non-residential real estate for sale, rental or lease are allowed without a permit up to and including 16 square feet in size and for up to six (6) months in duration after initial installation according to the following standards. For signs over 16 square feet in size or that remain longer than six (6) months, see Section 64-15 (A).
 - 1. Shall be ground mounted; except a sign located within the Central Village may be wall mounted.
 - 2. Shall have a minimum setback of ten (10) feet from any property line to any part of the sign, except a sign located within the Central Village may be wall mounted or setback a minimum of five (5) feet from any property line.
 - 3. Shall have a maximum height of eight (8) feet, except for a wall mounted sign within the Central Village that shall be only mounted to a first floor wall to any height.
 - 4. One (1) sign to a maximum of 16 square feet shall be allowed along each street frontage of the property, subject to the frontage being a minimum of 25 feet in length. All temporary signs on a property shall be limited to a total of 48 square feet.
 - 5. Sign copy shall include only the property or spaces for sale, rental or lease, and contact information. Sign copy shall not include other advertisement or identification.
 - 6. All signs shall be installed to withstand 80 miles per hour winds.

B. Real Estate Signs; Improved Real Estate for Sale, Rental or Lease on Residential Property. Signs advertising improved residential real estate, rental or lease are allowed without a permit up to and including nine (9) square feet in size and for up to six (6) months in duration after initial installation according to the following standards. For signs over nine (9) square feet in size or that remain longer than six (6) months, see Section 64-15 (B).

1. Shall be ground mounted, except a sign located within the Central Village may be wall mounted.
2. Shall have minimum setback of ten (10) feet from any property line to any part of the sign, except a sign located within the Central Village may be wall mounted or setback a minimum of five (5) feet from any property line.
3. Shall have a maximum height of six (6) feet, except for a wall mounted sign within the Central Village that shall be only mounted to a first floor wall to any height.
4. One (1) sign to a maximum of nine (9) square feet shall be allowed along each street frontage of the property, subject to the frontage being a minimum of 25 feet in length. All temporary signs on a property shall be limited to a total of 27 square feet.
5. Sign copy shall include only the property or spaces for sale, rental or lease, and contact information. Sign copy shall not include other advertisement or identification.
6. All signs shall be installed to withstand 80 miles per hour winds.

C. Real Estate Signs; Unimproved Real Estate for Sale. Signs advertising unimproved real estate for sale, either non-residential or residential are allowed without a permit up to and including ten (10) square feet in size and for up to six (6) months in duration after initial installation according to the following standards. For signs over ten (10) square feet in size or that remain longer than six (6) months, see Section 64-15 (C).

1. Shall be ground mounted, except a sign located within the Central Village may be wall mounted.
2. Shall have minimum setback of ten (10) feet from any property line to any part of the sign, except a sign located within the Central Village may be wall mounted or setback a minimum of five (5) feet from any property line.
3. Shall have a maximum height of six (6) feet, except for a wall mounted sign within the Central Village that shall be only mounted to a first floor wall to any height.
4. One (1) sign to a total of ten (10) square feet shall be allowed along each street frontage of the property, subject to the frontage being a minimum of 25 feet in length. All temporary signs on a property shall be limited to a total 30 square feet.
5. Sign copy shall include only the property or spaces for sale, rental or lease, and contact information. Sign copy shall not include other advertisement or identification.
6. All signs shall be installed to withstand 80 miles per hour winds.

D. Contractor Signs, Small. One (1) sign to advertising a contractor, subcontractor, project professionals and/or lending institution's involvement in an ongoing project on a private property on which the sign is temporarily located is allowed without permit according to the following standards.

1. All contractor signs not requiring a permit for improved residential shall be small signs under this category.
2. Shall be a maximum of four (4) square feet.
3. Shall be ground mounted.
4. Shall have a minimum setback of ten (10) feet from any property line to any part of the sign, or within the Central Village a minimum setback of five (5) feet from any property line to any part of the sign.
5. Shall not be allowed on any right-of-way.

6. Shall be removed prior to 14 days after completion of the contractor's work on the property.

E. Contractor Signs and New Development Signs, Large. One (1) sign allowed per property without a permit advertising either a contractor, subcontractor, project professionals and/or lending institution's involvement on a non-residential property; a pending new development on an unimproved property; or a contractor, subcontractor, project professionals and/or lending institution's involvement with a new development during construction, according to the following standards.

1. Shall be a maximum of 32 square feet.
2. Shall be ground mounted.
3. Shall be limited to one (1) sign per property without permit. For multiple signs see Section 64-15 (D).
4. Shall be allowed for up to six (6) months in duration after initial installation. For signs that remain longer than six (6) months, see Section 64-15 (D).
5. Shall have a minimum setback of ten (10) feet from any property line to any part of the sign, a minimum of five (5) feet from any property line in the Central Village, or 20 feet from any property line when the neighboring property is developed and zoned residential.
6. Shall not be allowed on any right-of-way.
7. Shall have a maximum of eight (8) feet in height.
8. Sign may be double faced installed back-to-back, or V-shaped if attached at a common point with a maximum of 90 degrees to each portion of the sign.
9. Sign copy shall include only:
 - a. Announcement of a pending development with allowable contact information for pre-sales or pre-leases, or
 - b. For a new development under construction, the name of contractor, subcontractor, project professionals and/or lending institution's involved with construction and the contact information for pre-sales or pre-leases.
10. All signs shall be installed to withstand 80 miles per hour winds.

(New Sections 64-14 (A) through (E) are based on former Sections 100-505 (a), (b) and (c).)

F. Personal Name and Warning Signs. Personal name and warning signs not exceeding two (2) square feet located on the premises on which the signs refer are allowed without permit. Such signs shall be located on private property and not less than ten (10) feet from any street right-of-way, or any side or rear lot line. ***(Formerly Section 100-505 (d) with added wording for clarification.)***

G. Election Campaign Signs. Election campaign signs are allowed without permit provided permission shall be obtained from the property owner, renter or lessee; and provided that such sign shall not be erected prior to the first day of the "election campaign period" as defined in Wisconsin Statutes, or as amended. Election campaign signs may not exceed 12 square feet in area in residential zoning districts and 32 square feet in area in all non-residential zoning districts, except in the case where such signs are permitted by State Statute. All election campaign signs shall be removed within five (5) days following the election. Election campaign signs shall be located on private property and not less than ten (10) feet from any side or rear lot line. Any violation of election sign placement is handled by the Office of the Village Clerk with assistance from the Police Department. ***(Formerly Section 100-505 (e) with added wording for clarification.)***

- H. Rummage Sale or Garage Sale Signs.** Rummage sale or garage sale signs not exceeding four (4) square feet in area per side are allowed without permit. Such signs shall be located on private property, installed no more than the 24 hours before the date of the sale, and removed within 24 hours following the sale. No rummage sale or garage sale signs shall be placed within the public right-of-way or on Village property. *(Formerly Section 100-505 (f) with added wording for clarification.)*
- I. Wall Mounted Public Informational Signs.** Wall mounted public information signs not exceeding four (4) square feet are allowed without permit to advertise community events and/or activities. Such signs shall not be roof mounted and shall be removed within three (3) days after the end of the event or activity the sign advertises. *(New section. Bulletin and message boards now need permit.)*
- J. Signage for Only Informational Reasons.** Signs displayed for only informational reasons, except for bulletin and reader boards as addressed in this Chapter 64, shall be allowed without permit if such signs comply with all other applicable provisions of this Chapter 64. Such signs shall not exceed four (4) square feet in area. Examples of information reasons are signs indicating separate buildings or services on a premise, e.g., building address or number within a complex of buildings, body shop, car wash, or drive-up window. Informational signs consisting of menu boards require a permit. *(New subparagraph updating prior standards.)*
- K. Repainting and Minor Repair of a Sign.** Repainting of an existing legally conforming sign without changing wording, composition or colors, or minor nonstructural repairs, does not require a permit, except electrical repair shall require an electrical permit. *(Formerly Section 100-505 (i), with added wording in title to clearly represent the text, and adding that the sign must be conforming.)*
- L. Window Signs.** Window signs covering no more than 25 percent of the total window glass area of any individual business, organization or similar entity are allowed without permit subject to the following standards.
1. Window Sign Area Calculations less than 25 Percent Coverage. If any individual business, organization or similar entity has a window sign or a total of all window signs covering 25% or less of all windows of that business, then the total area of the window signs shall not count against the allowable maximum wall, projecting or roof sign square footage of that business.
 2. Window Sign Area Calculation 25 Percent or Greater Coverage. If any individual business, organization or similar entity has window sign or a total of all window signs covering more than 25% of all windows of that business, then the total of the window signs shall count against the allowable maximum wall, projecting or roof sign square footage of that business.
 3. Illuminated Window Signs. Illuminated window signs powered by solar, battery or an electrical cord plug connection to a standard receptacle do not require a permit, if the receptacle was previously approved for use by the Building Inspection Department with an electrical permit. Illuminated window signs powered by a hardwire connection to the building electrical system requires an electrical permit.
 4. Window signs shall be placed behind a glass surface and may not be placed in unglazed openings.
 5. Window signs shall remain properly maintained and readable with current information at all times.

(Formerly Sections 100-505 (j) and 100-518 (c), and entire criteria reworded for clarification with new standards added to coordinate with intent of quality signage, plus

differentiation removed between permanent and window signs. Now all window signs are treated the same, and only hardwired illuminated window signs need a permit.)

M. Flags and Other Displays. Certain flags are allowed without a permit. Flags, banners and other displays and devices not addressed in this section, and those greater in size or number allowed herein, are regulated in Section 64-15 (G).

1. Governmental flags displayed on flag poles and limited to 32 square feet are allowed without permit. Governmental flags allowed without permit shall be displayed on flagpoles authorized under Section 64-14 (M) (4). The number of governmental flags which may be displayed on any property is only limited by the number of authorized flagpoles, each of which may display no more than three (3) flags of any type.
2. Noncommercial flags or other decorative displays that do not display a logo, message, statement, or expression relating commercial interests are allowed without permit subject to the following.
 - a. Individual flags or displays shall be a maximum of 24 square feet.
 - b. Such flags or displays on the same property shall be consistent in terms of colors and materials.
 - c. Such flags are limited to one (1) per 50 feet of street frontage of the property on which the flags are located.
 - d. Such flags or displays may be attached to flagpoles or light poles provided the flags are at a height that they will not impede vehicular or pedestrian traffic, or interfere with the operation of vehicles, and the flagpole or light pole are properly designed to withstand the wind load of the flag or display.
 - e. Such flags or displays shall be not displayed in a torn, tattered, or worn condition, and shall be shall be secured to withstand 80 mile per hour winds at all times.
3. Commercial flags are prohibited.
4. Flagpoles.
 - a. One (1) flag pole no higher than 30 feet above adjacent grade is allowed with out permit, and two (2) additional flag poles no higher than 25 feet above adjacent grade are allowed without permit. See Section 64-15 (G) for additional flag poles allowed with permit.
 - b. No more than three (3) flags of any type shall be flown on one (1) flag pole at any given time.
5. Flags and other decorative displays that exceed the maximum allowed square footage; or banners, other displays and any ground mounted and aerial inflated devices which may or may not display a logo, message, statement, or expression relating to commercial or organizational interests are considered a sign or signs requiring a permit and shall conform to the requirements in Section 64-15 (G).
6. Any Ground Mounted Inflated or Aerial Inflated Device requires a permit.

(Formerly Section 100-505 (k) with major revisions.)

N. Interior Signs. Signs located within the interior of any building or structure and not visible from outside the building or structure do not require a permit. ***(Formerly Section 100-505 (l).)***

O. Hanging Signs. A hanging sign not exceeding four (4) square feet in area on each side of the sign is allowed without permit located under an awning, canopy or overhang and perpendicular to the façade of the building. Such sign or signs shall be limited to one (1) per business or organization located with the building to which the sign is attached and shall not encroach over or into a public right-of-way. Such signs shall provide a minimum of seven (7) feet clearance from any pedestrian walkway and 14 feet of clearance from any

driveway or parking area. *(Formerly Section 100-505 (m); with revisions for clarification.)*

- P. Temporary Special Community Event Signs.** Temporary signs advertising a special community event shall be permitted without permit for two (2) weeks prior to the event and shall be removed two (2) days following the end of the advertised event. Such signs shall only be placed in the Village with the consent of the property owner. Temporary signs advertising special events shall be limited to a total of six (6) signs not to exceed 18 square feet each. Temporary signs, other than those exempted from permit under this section, are required to obtain a permit under Section 64-15 (E). *(Formerly Section 100-505 (n); with revisions for clarification.)*
- Q. Small Bulletin Boards for Public, Charitable or Religious Institutions.** Non-illuminated bulletin boards to a maximum of eight (8) square feet in size that are not legible or readable from the adjoining public street are allowed without a permit. A bulletin board under this category may be legible from an adjoining public sidewalk, and shall be setback a minimum of ten (10) feet from any property line, or five (5) within the Central Village. A bulletin board under this category may be ground mounted for a maximum height of six (6) feet, or mounted to a building next to a public entrance. Any bulletin board that is part of a larger sign advertising a public, charitable or religious institution shall be considered a reader board as part of other standards within this Chapter 64.
(New subparagraph)
- R. Yard Signs.** For sale of items or an event limited to an individual residential use property, one (1) residential yard sign not regulated within another sign category is allowed without permit per residential property, provided the sign does not exceed nine (9) square feet in area and placed no longer than 14 days. *(Formerly Section 100-505 (o).)*
- S. Way Finding Signs.** Way finding signs provide direction to government places, parks, schools and other places of public interest installed by the Village, County or State. Way finding signs may be located within or outside the public right-of-way, subject to the following.
1. Each way finding sign shall be located to allow clear visibility of regular traffic signs and traffic visibility near intersections, without interference with safe pedestrian flow.
 2. The location, size, height and design of each way finding sign shall be subject to Plan Commission approval, and may be further subject to generally acceptable traffic sign guidelines, as may be amended. *(New subparagraph to allow Village opportunity to provide way finding signs.)*
- T. Temporary Business Sign on Private Property (Sandwich Board or Pedestal Sign).** An individual business may be allowed to use one (1) temporary business sign of either one (1) sandwich board sign or one (1) pedestal sign located on a sidewalk or open space near the main building entrance of the business without the requirement of a permit. The business may switch from a sandwich board and a pedestal sign from time to time, but only one (1) temporary sign on private property shall be displayed at any time. The temporary sign on private property shall be allowed only for businesses that are a permitted or conditional use within business, manufacturing or public zoning district of the property on which the business is located.
1. General Requirements for Temporary Business Sign on Private Property.
 - a. The temporary business sign on private property shall not be located within any public right-of-way.

- b. The temporary business sign on private property shall be located a maximum of 15 feet from the main building entrance to which the temporary sign advertises, and shall not be placed in front of the leasable space of another business.
 - c. One (1) temporary business sign on private property shall be allowed per entrance at any time when multiple businesses share the same entrance, but multiple businesses may advertise on the same temporary sign.
 - d. The temporary business sign on private property shall not block pedestrian access or emergency access to or from a building ingress/egress, shall not block visibility or access to a fire hydrant or a building fire department connection, and shall not block designed traffic flow.
 - e. The temporary business sign on private property shall not have any reflective surfaces, shall not be illuminated except for indirect building or parking lot lighting, and shall not have any additional items affixed to the sign, such as balloons, streamers and flags.
 - f. The temporary business sign on private property shall not be displayed overnight and/or when the business is closed, and during occurrences of high winds and storms.
 - g. The temporary business sign on private property shall be constructed of rigid and durable materials such as wood or metal, or any other material that provides sign stability during light winds.
 - h. The temporary business sign shall advertise only the business for which the sign is located (except when multiple businesses use the same entrance) that may include special sale item or items, a special sales event, or food service menu; shall be properly maintained and aesthetically pleasing, and shall not display any offensive or political message. However, a special community event may be advertised before and during the event.
 - i. The Village of Mukwonago reserves the right to remove at any time a temporary business sign that does not conform to the regulations of this subsection or endangers public safety.
2. Requirements for a Sandwich Board Sign.
- a. A sandwich board sign shall be limited to a maximum sign face size of 10 square feet. Two (2) sign faces are permitted up to 10 square feet on each side. The sign on each side shall be the same size. The message or advertisement on each side may be different.
 - b. A sandwich board sign shall be a maximum width of 2.5 feet.
 - c. A sandwich board sign shall be a maximum height of four (4) feet.
 - d. The business logo may be incorporated into the sign faces, but may not be part of the sandwich board sign structure.
3. Requirements for a Pedestal Sign.
- a. The sign attached to a pedestal shall be a maximum of four (4) square feet, and only one (1) side shall be visible.
 - b. The pedestal sign height shall be maximum of five (5), including the attached sign.
 - c. The pedestal in the form of a vertical pole, support or base shall be a maximum 2.5 feet wide and 2.5 feet deep.
 - d. The business logo may be incorporated into the sign, but may not be part of the pedestal to which the sign is attached.

(New subparagraph to allow sandwich board and pedestal signs.)

Section 64-15. Temporary Signs Requiring Permit.

A permit shall be required for the following sign types or activities, provided that all such sign or signs shall be subject to all applicable provisions of this Chapter 64 and do not impair traffic visibility.

A. Real Estate Signs; Improved Real Estate for Sale, Rental or Lease on Non-Residential Property. Signs advertising improved non-residential real estate for sale, rental or lease are allowed with a permit for any signs larger than 16 square feet in size. Any signs allowed under Section 64-14 (A) remaining six (6) months or more in duration after initial installation requires a permit. Signs allowed by permit in this Section 64-15 (A) shall adhere to the following standards.

1. Shall be ground mounted; except a sign located within the Central Village may be wall mounted.
2. Shall have a maximum size of 32 square feet.
3. Shall have a minimum setback of ten (10) feet from any property line to any part of the sign, except a sign located within the Central Village may be wall mounted or setback a minimum of five (5) feet from any property line.
4. Shall have a maximum height of eight (8) feet.
5. One (1) sign to a maximum of 32 square feet shall be allowed along each street frontage of the property, subject to the frontage being a minimum of 25 feet in length. All temporary signs on a property shall be limited to a total of 96 square feet.
6. Sign copy shall include only the property or spaces for sale, rental or lease, and contact information. Sign copy shall not include other advertisement or identification.
7. Permit issued for signs under this category shall be for a period of one (1) year, renewable for a second one (1) year period if requested by property owner or sign owner. Permit approval subject to review by the Zoning Administrator if the sign or signs are properly maintained, remain readable with current information, and conforms to other applicable requirements.
8. All signs shall be installed to withstand 80 miles per hour winds.

B. Real Estate Signs; Improved Real Estate for Sale, Rental or Lease on Residential Property. Signs advertising improved residential real estate, rental or lease are allowed with a permit for any signs larger than nine (9) square feet in size. Signs allowed under Section 64-14 (B) remaining six (6) months or more in duration after initial installation requires a permit. Signs allowed by permit in this Section 64-15 (B) shall adhere to the following standards.

1. Shall be ground mounted, except for a sign located within the Central Village may be wall mounted.
2. Shall have a maximum size of 16 square feet.
3. Shall have minimum setback of ten (10) feet from any property line to any part of the sign, except a sign located within the Central Village may be wall mounted or setback a minimum of five (5) feet from any property line.
4. Shall have a maximum height of eight (8) feet.
5. One (1) sign to a maximum of 16 square feet shall be allowed along each street frontage of the property, subject to the frontage being a minimum of 25 feet in length. All temporary signs on a property shall be limited to a total of 48 square feet.
6. Sign copy shall include only the property or spaces for sale, rental or lease, and contact information. Sign copy shall not include other advertisement or identification.

7. Permit issued for signs under this category shall be for a period of one (1) year, renewable for a second one (1) year period if requested by property owner or sign owner. Permit approval subject to review by the Zoning Administrator if the sign or signs are properly maintained, remain readable with current information, and conforms to other applicable requirements.
 8. All signs shall be installed to withstand 80 miles per hour winds.
- C. Real Estate Signs; Unimproved Real Estate for Sale.** Signs advertising unimproved real estate for sale, either non-residential or residential are allowed with a permit for signs larger than ten (10) square feet in size. Signs allowed under Section 64-14 (C) remaining six (6) months or more in duration after initial installation require a permit. Signs allowed by permit in this Section 64-15 (C) shall adhere to the following standards.
1. Shall be ground mounted, except a sign located within the Central Village may be wall mounted.
 2. Shall have a maximum size of 32 square feet.
 3. Shall have a minimum setback of ten (10) feet from any property line to any part of the sign, except a sign located within the Central Village may be wall mounted or setback a minimum of five (5) feet from any property line.
 4. Shall have a maximum height of eight (8) feet.
 5. Signs may be double faced installed back-to-back, or V-shaped if attached at a common point with a maximum of 90 degrees to each portion of the sign.
 6. One (1) sign to a maximum of 32 square feet shall be allowed along each street frontage of the property, subject to the frontage being a minimum of 25 feet in length. All temporary signs on a property shall be limited to a total of 96 square feet.
 7. Sign copy shall include only the property for sale and contact information. Sign copy shall not include other advertisement or identification.
 8. Permit issued for signs under this category shall be for a period of one (1) year, renewable for a second one (1) year period if requested by property owner or sign owner. Permit approval subject to review by the Zoning Administrator if the sign or signs are properly maintained, remain readable with current information, and conforms to other applicable requirements.
 9. All signs shall be installed to withstand 80 miles per hour winds.
- D. Contractor and New Development Signs, Multiple Signs or Over Six (6) Months.** More than one (1) sign allowed under Section 64-14 (E), or for any sign allowed under Section 64-14 (E) remaining six months or more, requires a permit advertising a contractor, subcontractor, project professionals and/or lending institution's involvement on a non-residential property; a single sign advertising pending new development on an unimproved property; or a single sign advertising the contractor, subcontractor, project professional and/or lending institution's involvement with a new development during construction, according to the following standards.
1. Shall be ground mounted.
 2. Shall be a maximum of 32 square feet.
 3. Shall have a minimum setback of ten (10) feet from any property line to any part of the sign and shall not be allowed on any right-of-way.
 4. Sign may be double faced installed back-to-back, or V-shaped if attached at a common point with a maximum of 90 degrees to each portion of the sign.
 5. One (1) sign to a maximum of 32 square feet shall be allowed along each street frontage of the property, subject to the frontage being a minimum of 25 feet in length. All temporary signs on a property shall be limited to a total of 96 square feet.

6. Shall have a maximum of eight (8) feet in height.
7. Sign copy shall include only:
 - a. Announcement of a pending development with allowable contact information for pre-sales or pre-leases, or
 - b. For a new development under construction, the name of financing, contractors and professionals involved with construction and the contact information for pre-sales or pre-leases.
8. Permit issued for a sign or signs shall be for a maximum period of one (1) year. Permit approval for a sign six (6) months or more in duration subject to review by the Building Inspector if the sign or signs are properly maintained, remain readable with current information, and conforms to other applicable requirements.
9. All signs under this subsection shall be removed within 14 days after completion of construction.
10. All signs shall be installed to withstand 80 miles per hour winds.
11. All signs installed under this category for non-residential developments shall be removed prior to the first occupancy permit within the development.
12. All signs installed under this category for residential developments shall be removed three (3) years from the date of installation of the signs.

(New Sections 64-15 (A) through (D) are based on former Sections 100-505 (a), (b) and (c).)

- E. Temporary Special Community Event Sign.** A temporary sign over 18 square feet but not exceeding 32 square feet per sign advertising a special community event shall require a permit. A permit fee is not required. Sign placement under this category shall be valid for two (2) weeks prior to the event and shall be removed two (2) days following the end of the advertised event. Such signs may be located on private property within the Village other than the event site with the consent of the property owner. Temporary signs advertising special events shall be limited to a total of six (6). One (1) temporary sign for any special community event may exceed 18 square feet, all others shall be a maximum of 18 square feet. ***(New subparagraph.)***
- F. Temporary On-Site Special Event Sign.** One (1) temporary sign advertising a special event for a business or organization, such as a grand opening sign, not exceeding 32 square feet shall require a permit. A permit fee is not required. Sign placement under this category shall be valid for two (2) weeks prior to the event and shall be removed two (2) days following the end of the advertised event. The sign shall be located on the property of the special event, shall be placed on or over any public right-of-way and shall not impede vehicular or pedestrian traffic flow on or off the property. ***(New subparagraph based on various former standards.)***
- G. Other Temporary Signs, including Flags, Banners and Other Displays.** Any temporary sign or signs including other temporary attention or identification device not otherwise addressed in this Chapter 64, flags and other displays exceeding the maximum standards allowed within Section 64-14 (M), or any ground mounted or aerial inflated device, shall require a permit in accordance with the following standards.
1. A permit for a temporary sign under this subsection shall be issued and valid only for the period of active use of the sign.
 2. Temporary signs under this subsection are allowed within business and manufacturing zoning districts.

3. Any allowed temporary sign or combination of signs shall be limited to a total of 60 days annually for any single tenant business, organization or similar entity, or vacant property; or for a total of 15 days annually per business within a multi tenant property.
4. Any allowed temporary sign shall not be located within or be designed to be extended over a public right-of-way.
5. Any allowed temporary sign shall be securely installed in the interest of the public safety.
6. Any allowed temporary sign shall not impede private or public traffic flow or traffic visibility.
7. Any allowed temporary sign shall be located a minimum of ten (10) feet from any property line.
8. Any allowed temporary sign shall not be located to cause a public nuisance to any abutting residential building or property.
- 9.. Any temporary sign erected with a permit, or which the permit has expired, or which does not conform to the standards of this subsection may be removed by the Zoning Administrator or Building Inspector without notice.

(New subparagraph.)

Section 64-16. Other Signs Requiring Permit.

The following sign types not otherwise listed in this Article VII require a permit.

A. Window Signs.

1. Any internally or externally illuminated window sign with a hardwire connection to the building electrical system requires a permit.
2. Any window sign or combination of window signs for an individual business or organization exceeding 25 percent window coverage shall require a permit and the window sign or signs shall count toward the maximum allowable signage for all signs for the individual business, organization or similar entity.

B. Bulletin Boards for Public, Charitable or Religious Institutions.

1. Bulletin boards for public, charitable or religious institutions that are legible or readable from a public street, or are illuminated shall require a permit.
2. Bulletin boards under this category shall not exceed eight (8) square feet and shall not exceed six (6) feet in height.
3. Bulletin boards and/or message boards shall have a minimum setback of ten (10) feet from all property lines or five (5) feet within the Central Village.
4. Bulletin boards under this category may be ground mounted, or mounted on a building next to a public entrance.
5. Any bulletin board that is part of a larger sign advertising a public, charitable or religious institution shall be considered a reader board as part of other standards within this Article VII.

C. Traffic Directional Signs, Off-Street on Private Property.

1. Off-street traffic directional signs on private property that directs traffic from public right-of-way shall require permits.
2. No more than one (1) single-faced or double-faced freestanding off-street traffic directional sign shall be permitted for each driveway.

3. The traffic directional sign shall be installed on a durable base of at least 12 inches in height, and at least as wide as the sign. The sign base shall in a color and material consistent with the sign. The traffic directional sign shall not be place on a pole.
4. The traffic directional sign shall not exceed two (2) square feet per side.
5. The traffic directional sign shall not exceed three (3) feet in height.
6. The traffic directional sign shall be setback a minimum of five (5) feet from any property line and shall be located to as not impede vehicular or pedestrian traffic flow.
7. If a driveway is shared by two or more businesses or other premises the size and height maximums remain as above.
8. A traffic directional sign shall not identify any business or organization name, logo or advertising.
9. Notwithstanding procedures elsewhere in this Chapter 64, any traffic directional sign permit may be approved by the Zoning Administrator after approval by the Zoning Administrator; however, review assistance by the Plan Commission may be requested.

(This is a new section to combine all miscellaneous signs requiring permit into a logical outline. Some window signs now require permit, and some bulletin boards require permit, as per previous Section 100-505 (g). Traffic directional signs are taken from current Section 100-518 (b) with changes.)

Section 64-17. Special Sign Types Permitted in All Zoning Districts.

Signs are allowed for the following uses within all zoning districts of the Village when the use or uses are allowed as permitted or conditional uses within the zoning district where so located. Such signs allowed in this subsection require a permit after approval by the Zoning Administrator or by the Plan Commission where stated, in accordance with the following standards.

A. Public Uses, Institutional Uses, Schools or Churches. Signs for public uses, institutional uses, schools or churches are allowed with permit in accordance with the following standards.

1. Plan Commission review and approval is required.
2. The total permanent sign or signs for any public use, institutional use, school or church shall be based on the standards allowed in Sections 64-18 or 64-19, whichever applies, for businesses or organizations per size of the property on which the use is located, further subject to consideration of the intensity of the use for potential additional signage to identify location and access points for the public good, and further subject to consideration of the location of the use for potentially restricting signage to not be intrusive or cause a nuisance in the interest of public safety and rights of neighboring property.
3. Facilities which have a campus or for which more than one sign is proposed shall be required to submit and overall sign plan for the site.
4. Other applicable standards of this Chapter 64 shall also apply, such as sign design, sign location, directional signage, and temporary signage.

B. Residential Subdivisions, Condominiums Complexes or Apartment Complexes. Residential subdivisions, condominium complexes or apartment complexes are allowed with permit permanent entryway signs or markers in accordance with the following standards.

1. Plan Commission review and approval is required.

2. These signs shall contain only the subdivision or complex name, and addresses for the complex..
3. The allowed sign or signs shall be freestanding monument style, not to exceed 36 square feet in area and six (6) feet in height above adjacent grade, unless allowed a larger size by the Plan Commission based on the design of the sign and compatibility with adjacent land uses
4. Allowed non-illuminated signs under this subsection may be located within the public right-of-way where it has been determined that no public hazard or traffic flow impediment will occur; however, the sign owner will not be eligible for compensation if the Village at any time and for any reason requires removal of the sign.
5. An allowed sign located on private property shall be located at least ten (10) feet from any property line, shall be located outside of the required vision triangle, and shall be located with permission of the property owner.

C. Business or Industrial Parks. A business or industrial park is allowed permanent entryway signs or markers in accordance with the following standards.

1. Plan Commission review and approval is required.
2. The sign or signs shall contain only the name of the business or industrial park.
3. The allowed sign or signs shall be freestanding monument style; to not exceed 36 square feet in area and six (6) feet in height above adjacent grade, unless approved allowed a larger size by the Plan Commission based on the design of the sign and compatibility with adjacent land uses.
4. Allowed non-illuminated or illuminated signs under this subsection may be located within the public right-of-way where is has been determined that no public hazard or traffic flow impediment will occur; however, the sign owner will not be eligible for compensation if the Village at any time and for any reason requires removal of the sign.
5. An allowed sign located on private property shall be located at least ten (10) feet from any property line, shall be located outside of the required vision triangle, and shall be located with permission of the property owner. Any allowed business or industrial park sign located on private property shall not count toward the overall signage allowed for the use on the property.

D. Memorial Signs, Tablets, Names of Buildings, Addresses and Cornerstones.

Memorial signs, names of buildings, addresses and cornerstones that are compatible to the building are allowed in accordance with the following standards.

1. When cut into any masonry surface or when constructed of metal and affixed flat against a structure, a sign or signs indicating a memorial, name of a building, a building address or cornerstone date marker, may be permitted in any district.
2. Such signs within this category shall not be illuminated, shall be a maximum of nine (9) square feet with letters and/or numbers no taller than 18 inches. .
3. Approval may be granted by Zoning Administrator, or the by the Plan Commission in conjunction with Architectural Review of the building.
4. A separate permit may not be needed if the sign is included with the overall design and construction permit of the building to which the sign is attached.
5. This sign type shall not count toward the overall signage allowed for an individual business or businesses in the building.

(Slightly modified from former Section 100-517.)

Section 64-18. Central Village Business and Manufacturing Zoning Sign Standards.

This Section 64-18 states the regulations and standards for placement of permanent signs located on business and manufacturing zoned property within the Central Village portion of the Village, as defined.

A. Maximum of Only Two Sign Types. Only a maximum of two (2) of the following permanent sign types listed below are allowed on any business and manufacturing zoned property within the Central Village, although on certain sized properties multiple signs within a specific sign type may be allowed. A maximum of two (2) sign types includes single tenant building properties and all signs on multi tenant building properties. The owner of a multi tenant property shall designate the two (2) types of signs for the property, or an ownership association of a multiple business or organization building with condominium ownership for the property.

The sign types available for use within the Central Village are:

Only Two (2) of the Following Sign Types Allowed within a Central Village Property
Wall Sign
Projecting Sign
Roof Sign
Freestanding Sign, which may include one or more of the following (as per property size): <ul style="list-style-type: none"> a. Monument Horizontal Sign b. Monument Vertical Sign c. Pole Sign

B. Size and Number of Signs Based on Property Size. Throughout this Section 64-18 the size and number of signs permitted on a property are based on the size of the property. The size of the property shall be determined by the Zoning Administrator from property information on record at Mukwonago Village Hall or with the appropriate County; or by information submitted by the sign applicant or property owner in the form of a Plat of Survey, Certified Survey Map or Plat of Subdivision. As the ranges of property sizes are presented in hundredths of an acre, rounding of the calculation may occur. Based on an acre of 43,560 square feet, the following table presents the square footage equivalent to the ranges of property sizes in acres.

Acres	Square Footage Equivalent
0.40	17,424
0.70	30,492
1.20	52,272
2.00	87,120
3.00	130,680

C. Central Village Wall Signs. The following tables present the wall signs allowed on business and manufacturing zoned property within the Central Village pursuant to the property size.

1A. Single Tenant Building Wall Signs; Central Village Properties 0.00 to 0.40 Acres in Size.

All wall signs on a single tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage or 60 square feet; or if the single tenant building has 12 feet or less of building frontage, all signs on the property shall not exceed nine (9) square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building street frontage to a maximum of 60 square feet. The minimum sign area may be up to 9 square feet. ¹	See Section 65-18 (D) for additional standards.
2 nd Wall Sign may be allowed only with the use of street frontage wall sign	One (1) If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 60 square feet, or 9 square feet; whichever applies. ¹	To be located on a 2 nd street frontage, or with a rear or side public entrance to business. See Section 64-18 (D) for additional standards.
Rear or side public entrance wall sign shall be allowed only with the use of street frontage wall sign ³	One (1) If Allowed	If utilized, rear or side public entrance wall sign may be a maximum of 35% of the installed street frontage wall sign, or all installed wall signs can be equal in size to the maximum as stated above. ²	See Section 64-18 (D) for additional standards.

¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 9 square feet, then one installed sign shall not exceed 9 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 9 square feet.

1B. Multi Tenant Building Wall Signs; Central Village Properties 0.00 to 0.40 Acres in Size.

All wall signs for a single business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of tenant building frontage or 48 square feet; or if the tenant has 12 feet or less of tenant building frontage, all wall signs available to the tenant shall not exceed nine (9) square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant street frontage to a maximum of 48 square feet. The minimum sign area may be 9 square feet. ¹	See Section 64-18 (D) for additional standards
2 nd Wall Sign may be allowed only with the use of street frontage wall sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 48 square feet, or 9 square feet; whichever applies. ¹	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-18 (D) for additional standards.
Street Frontage Wall Sign for tenant not at street grade or tenant without street frontage	One (1) per tenant at or near public entrance to the tenant space.	Maximum of 9 square feet.	To be located below or at same level of wall signs for businesses at street grade; facing street and located at tenant's public entrance. See Section 64-18 (D) for additional standards.

¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 48 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 48 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 9 square feet,

then one installed sign shall not exceed 9 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 9 square feet.

2A. Single Tenant Building Wall Signs; Central Village Properties 0.41 to 0.70 Acres in Size.

All wall signs on a single tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage or 72 square feet; or if the single tenant building has 16 feet or less of building frontage, all signs on the property shall not exceed 12 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building street frontage to a maximum of 72 square feet. The minimum sign area may be 12 square feet. ¹	See Section 64-18 (D) for additional standards.
Second Street Frontage Wall Sign may be allowed only with the use of street frontage wall sign	One (1) If Allowed	If utilized, 2 nd street frontage wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of all signs shall not exceed 0.75 square feet per linear foot of building frontage or 72 square feet, or 12 square feet; whichever applies. ²	To be located on 2 nd street frontage. See Section 64-18 (D) for additional standards.
Rear or side public entrance wall sign shall be allowed only with the use of street frontage wall sign ³	One (1) If Allowed	If utilized, rear or side public entrance wall sign may be a maximum of 35% of the installed street frontage wall sign, or all installed wall signs can be equal in size to the maximum as stated above. ²	See Section 64-18 (D) for additional standards.

¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 72 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then one installed sign shall not exceed 12 square feet.

²If allowed, the aggregate size of multiple signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 72 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then the aggregate size of multiple signs shall not exceed 12 square feet.

³If allowed, the rear or side public entrance wall sign may be utilized with or without the second street frontage wall sign; however in either instance, the rear or side public entrance sign shall be a maximum size of 35% the size of the installed street frontage wall sign. Or if allowed, sign owner has option of installing the two or three signs all equal in size.

2B. Multi Tenant Building Wall Signs; Central Village Properties 0.41 to 0.70 Acres in Size.

All wall signs for a single business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of tenant building frontage or 60 square feet; or if the tenant has 16 feet or less of tenant building frontage, all wall signs available to the tenant shall not exceed 12 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 60 square feet. The minimum sign area may be 12 square feet. ¹	See Section 64-18 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 60 square feet, or 12 square feet; whichever applies. ¹	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-18 (D) for additional standards.
Wall Sign for Tenant in Multi Tenant Building not at street grade, or tenant without street frontage	One (1) at or near tenant public entrance to the tenant space	Maximum of 12 square feet.	To be located below or at same level of wall signs for businesses at street grade; facing street and located at tenant's public entrance. See Section 64-18 (D) for additional standards.

¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then one installed sign shall not exceed 12 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 12 square feet.

3A. Single Tenant Building Wall Signs; Central Village Properties 0.71 to 2.00 Acres in Size.

All wall signs on a single tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage or 80 square feet; or if the single tenant building has 16 feet or less of building frontage, all signs on the property shall not exceed 12 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building frontage to a maximum of 80 square feet. The minimum sign area may be 12 square feet. ¹	See Section 64-18 (D) for additional standards.
Second Street Frontage Wall Sign may be allowed only with the use of street frontage wall sign	One (1) If Allowed	If utilized, 2 nd street frontage wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of all signs shall not exceed 0.75 square feet per linear foot of building frontage or 72 square feet, or 12 square feet; whichever applies. ²	To be located on 2 nd street frontage. See Section 64-18 (D) for additional standards
Rear or side public entrance wall sign shall be allowed only with the use of street frontage wall sign ³	One (1) If Allowed	If utilized, rear or side public entrance wall sign may be a maximum of 35% of the installed street frontage wall sign, or all installed wall signs can be equal in size to the maximum as stated above. ²	See Section 64-18 (D) for additional standards.

¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 80 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then one installed sign shall not exceed 12 square feet.

²If allowed, the aggregate size of multiple signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 80 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then the aggregate size of multiple signs shall not exceed 12 square feet.

³If allowed, the rear or side public entrance wall sign may be utilized with or without the second street frontage wall sign; however in either instance, the rear or side public entrance sign shall be a maximum size of 35% the size of the installed street frontage wall sign. Or if allowed, sign owner has option of installing the two or three signs all equal in size.

3B. Multi Tenant Building Wall Signs; Central Village Properties 0.71 to 2.00 Acres in Size.

All wall signs for a single business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of tenant building frontage or 60 square feet; or if the tenant has 16 feet or less of tenant building frontage, all wall signs available to the tenant shall not exceed 12 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 60 square feet. The minimum sign area may be 12 square feet. ¹	See Section 64-18 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 60 square feet, or 12 square feet; whichever applies. ¹	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-18 (D) for additional standards.
Wall Sign for Tenant in Multi Tenant Building not at street grade, or tenant without street frontage	One (1) at or near tenant public entrance to the tenant space	Maximum of 12 square feet.	To be located below or at same level of wall signs for businesses at street grade; facing street and located at tenant's public entrance. See Section 64-18 (D) for additional standards.

¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75

square feet per linear foot of building frontage or 60 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then one installed sign shall not exceed 12 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 12 square feet.

4A. Single Tenant Building Wall Signs; Central Village Properties 2.01 to 3.00 Acres in Size.

All wall signs on a sign tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 200 square feet for all signs; or if the single tenant building has 26.6 feet or less of building frontage, all signs on the property shall not exceed 20 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
First Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building frontage to a maximum of 100 square feet for the 1 st sign facing the street frontage. The minimum sign area may be 20 square feet. ¹	See Section 64-18 (D) for additional standards.
Additional Wall Signs	Four (4)	All five (5) allowed wall signs or lesser amount of signs shall not exceed 0.75 square feet of sign per linear foot of building frontage to a maximum of 200 square feet on any building. ¹	Any one (1) sign shall not exceed 50% the size of the installed 1 st sign. See Section 64-18 (D) for additional standards.

¹The first street frontage wall sign shall be a maximum of 0.75 square feet of sign per linear foot of building frontage or 100 square feet, whichever is smaller. If the building frontage is 133 feet or less in length, four (4) additional signs may be installed but the aggregate size of all installed signs, including the first street frontage sign, shall not exceed 0.75 square feet of signs per linear foot of building frontage with no additional wall sign sizes exceeding 50% of the first street frontage wall sign. If the building frontage exceeds 133 feet in linear length, then the aggregate size of the first street frontage wall sign and the four (4) additional wall signs shall not exceed a maximum of 0.75 square feet of signs per linear foot or 200 square feet for all installed wall signs on the building, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 20 square feet, then the first street frontage wall sign shall not exceed 20 square feet, or if utilized, the aggregate total of up to five (5) signs shall not exceed 20 square feet with no additional wall sign sizes exceeding 50% of the first street frontage wall sign.

4B. Multi Tenant Building Wall Signs; Central Village Properties 2.01 to 3.00 Acres in Size.

All wall signs for a single tenant business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 100 square feet; or if the single tenant building has 26.6 feet or less of building frontage, all wall signs available to the tenant shall not exceed 20 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per Tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 100 square feet per tenant. The minimum sign area may be 20 square feet per tenant.	See Section 64-34 for special exception consideration when multi tenant buildings have large frontages or multiple entrances. See Section 64-18 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 100 square feet, or 20 square feet; whichever applies. ¹	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-18 (D) for additional standards.
Wall Sign for Tenant in Multi Tenant Building not at street grade, or tenant without street frontage	One (1) at or near tenant public entrance to the tenant space	Maximum of 20 square feet	To be located below or at same level of wall signs for businesses at street grade facing street frontage, and located as close as possible to tenant's public entrance.

¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 100 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 100 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 26.6 square feet, then one installed sign shall not exceed 20 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 20 square feet.

5A. Single Tenant Building Wall Signs; Central Village Properties 3.01 Acres and Over in Size.

All wall signs on a sign tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 300 square feet for all signs; or if the single tenant building has 32 feet or less of building frontage, all signs on the property shall not exceed 24 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
First Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building frontage to a maximum of 150 square feet for the 1 st sign facing the street frontage. The minimum sign area may be 24 square feet. ¹	See Section 64-18 (D) for additional standards.
Additional Wall Signs	Four (4)	All five (5) allowed wall signs or lesser amount of signs shall not exceed 0.75 square feet of sign per linear foot of building frontage to a maximum of 300 square feet on any building. ¹	Any one (1) sign shall not exceed 50% the size of the installed 1 st sign. See Section 64-18 (D) for additional standards.

¹The first street frontage wall sign shall be a maximum of 0.75 square feet of sign per linear foot of building frontage or 150 square feet, whichever is smaller. If the building frontage is 200 feet or less in length, four (4) additional signs may be installed but the aggregate size of all installed signs, including the first street frontage sign, shall not exceed 0.75 square feet of signs per linear foot of building frontage with no additional wall sign sizes exceeding 50% of the first street frontage wall sign. If the building frontage exceeds 200 feet in linear length, then the aggregate size of the first street frontage wall sign and the four (4) additional wall signs shall not exceed a maximum of 0.75 square feet of signs per linear foot or 300 square feet for all installed wall signs on the building, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 24 square feet, then the first street frontage wall sign shall not exceed 24 square feet, or if utilized, the aggregate total of up to five (5) signs shall not exceed 24 square feet with no additional wall sign sizes exceeding 50% of the first street frontage wall sign.

5B. Multi Tenant Building Wall Signs; Central Village Properties 3.01 Acres and Over in Size.

All wall signs for a single tenant business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 150 square feet; or if the single tenant building has 32 feet or less of building frontage, all wall signs available to the tenant shall not exceed 24 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per Tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 150 square feet per tenant. The minimum sign area may be 24 square feet per tenant.	See Section 100-534 for special exception consideration when multi tenant buildings have large frontages or multiple entrances. See Section 64-18 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 150 square feet, or 24 square feet; whichever applies. ¹	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-18 (D) for additional standards.
Wall Sign for Tenant in Multi Tenant Building not at street grade, or tenant without street frontage	One (1) at or near tenant public entrance to the tenant space	Maximum of 20 square feet.	To be located below or at same level of wall signs for businesses at street grade facing street frontage, and located as close as possible to tenant's public entrance.

¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 150 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 150 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 24 square feet, then one installed sign shall not exceed 24 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 24 square feet.

D. Central Village Wall Signs Overall Standards. The following standards apply to all wall signs within the Central Village.

1. **Wall Sign System.** A wall sign system is all of the elements that may comprise a wall sign placed together in a contiguous sign to advertise one business whether a single business or organization within one (1) building, called a single tenant building, or a business or organization as part of multiple businesses or organizations in a building, called a multi tenant building. For the purpose of this Chapter 64, a wall sign refers to contiguous and mutually dependent grouped together elements of a wall sign system, which are as follows:
 - a. Letters forming readable words identifying the business or organization name and the type of services provided within the identified business or organization.
 - b. Logo.
 - c. Accent Symbol
 - d. Accent Color.
2. **Wall Sign Size.** One wall sign or multiple wall signs for a single business or organization shall not exceed the allowed maximum area for one wall sign or multiple wall signs as specified within Section 64-18 (C).
3. **Business or Organization Name to be Identified.** The name of the business or organization shall be identified within the Street Frontage Wall Sign, First Street Frontage Wall Sign and the 2nd Street Frontage Wall Sign. When other wall signs are allowed, the business or organization name is optional.
4. **Business or Organizational Name and Service Provided on All Signs.** The business or organizational name or the type of services provided within the identified business or organization shall be an element of all wall signs, and shall be a minimum of 50% of the area of the wall sign.
5. **Horizontal Lettering.** All lettering forming readable words shall be presented horizontally on wall signs.
6. **Wall Sign Logo.** A logo, as defined, may be provided within any wall sign up to 50% of the area of the entire installed wall sign with the following criteria:
 - a. The logo shall be allowed only with the business or organization name within the same wall sign system. The logo cannot be a separate wall sign.
 - b. One (1) logo shall be allowed per wall sign, and the same logo shall not be repeated within the same wall sign.
 - c. When multiple wall signs are allowed for the same business or organization, if a logo is displayed, the logos on all wall signs shall be the same.
7. **Wall Sign Accent Symbol.** A wall sign accent symbol is a solid color or multi-colored design that may be provided within any wall sign having the intent of drawing attention to the sign or providing a color or colors associated with the business or organization, with the following criteria:
 - a. An accent symbol area without a logo within a wall sign system cannot exceed 50% of the area of the entire installed wall sign.
 - b. An accent symbol and a logo shall not be allowed within the same wall sign system unless the accent symbol is integrated into the business name.
 - c. When an accent symbol and a logo may exist within the same sign system, the total area of the accent symbol and the logo shall not exceed 50% of the entire installed wall sign.
 - d. An accent symbol shall not be allowed in the same wall sign with a painted accent color.
8. **Wall Sign Accent Color for Sign Background.** Wall signs with the business or organization name in individually lighted letters may have an accent color painted behind the wall sign or a portion of the wall sign onto the building face in a color different from the

color of the building face. If so painted larger than the other installed elements, the area of the painted accent color together with the installed wall sign cannot exceed the allowed maximum area of individual wall sign advertising the business or organization, as measured by the dimensions of a polygon around the painted accent color. A wall sign accent color shall not be allowed in the same wall sign with a wall sign accent symbol.

9. Element Combinations. Pursuant to Sections 64-18(D)(3) through (9), the element combinations options are presented in the following table.

	Options						
	A	B	C	D	E	F	G
Letters	X	X	X	X	X	X	X
Logo		X				X	X
Accent Symbol within letters			X			X	
Accent Symbol outside letters				X			
Accent Color					X		X

X = Element Allowed within Option

10.Box Wall Sign Allowed. Box wall signs are only allowed within the Central Village. Box signs are defined as a sign enclosed by a cabinet with internal illumination and plastic facing, where the sign background, structure and/or cabinet extends beyond the text and/or logo of the sign. Each box sign shall be counted as one (1) wall sign, except when a separate elements may be grouped together to form a wall sign system. Individual channel letters shall not be considered box signs for the purposes of this Article VII.

11.Wood Wall Sign Allowed. Whole wood wall signs are allowed within the Central Village, or individual letters or other wall sign elements may be allowed in wood. They may be externally illuminated or non-illuminated. Each physically connected wood sign shall be counted as one (1) wall sign.

12.Painted Wall Sign Prohibited. A painted wall sign is prohibited within the Central Village, except as allowed as a wall sign accent color element within a wall sign system.

13.Durable Materials. All wall signs within the Central Village shall be installed with durable materials to maintain stability and colors throughout the life of the sign within variable weather conditions. Materials may include but not limited to metal, aluminum, plexi-glass, plastic, wood, neon and vinyl.

14.Wall Sign Measurement. The calculation of square foot area of each wall sign shall include sign copy and any border or frame surrounding the sign copy or elements, but not the sign structure or supports. Signs shall be measured by the outside perimeter of the sign face, or the outside perimeter of a box sign or wood sign. The area of irregularly shaped signs or signs containing two (2) or more detached elements shall be determined by the area of the smallest regular polygon that will encompass all components of the sign.

15.Wall Sign Placement. Wall signs may be placed on an exterior wall, awning, canopy or mid-wall mansard in accordance with the following.

- a. Wall signs placed on an exterior building wall shall be placed on an exterior first floor wall or edge of an attached canopy or portico of a business that the sign identifies. For wall signs for a business that does not have exterior wall frontage, the wall sign shall be located below or at same level of wall signs for a business at street grade facing street frontage, or located as close as possible to tenant's public entrance. Any wall sign placed above the first floor exterior wall shall require Plan Commission approval, except for a wall sign on a detached or attached canopy, portico, or mid-wall mansard.
- b. Wall signs may be placed on first floor exterior awnings. Any component of a wall sign system on a permanent or temporary awning shall be considered one (1) wall sign, except for an address, a solid color awning or an internally lighted solid color awning.
- c. Wall signs may be placed on the vertical edge of a canopy of a motor fuel dispensing station (gas station) if the canopy is detached from the building in which business takes place on the same property in accordance with Section 64-18 (l).
- d. Wall signs may be affixed in a horizontal position on the top of a mid-wall mansard architectural feature extending from a first floor exterior wall, or between a first and second floor wall. Signs on a mansard that is not mid-wall shall be considered roof signs.

16. Wall Sign Street Frontage. For purposes of wall signs calculation of linear building frontage and the location of the street frontage wall sign, determination of street frontage shall adhere to the following criteria.

- a. For a single tenant building, the street frontage shall be (1) the entire linear building frontage, in feet, for the length of the building exterior facing and approximately parallel to a single public street to which the building address is assigned; or (2) the entire building frontage, in feet, for the length of the building exterior the public street to which the building address is assigned when the building is on a property facing multiple public streets; or (3) the street frontage sign can be located on a for the length of a building exterior with a public entrance, if the side is visible from the public street and another public entrance is not on the building front; however, the front of the building linear feet shall remain as frontage to determine street frontage wall sign size.
- b. For a multi tenant building, the street frontage shall be (1) the entire linear building frontage, in feet, of the tenant leasable space when facing and approximately parallel to a single public street to which the building address is assigned; or (2) the entire linear building frontage, in feet, of the tenant leasable space for the length of the building exterior facing the public street to which the building or business address is assigned when the tenant leasable space is within a building corner facing multiple public streets; or (3) the entire linear frontage, in feet, of the main public entrance side to the tenant leasable space within a building corner facing multiple streets if the main public entrance is not on the same side as the address; or (4) the entire linear building frontage, in feet, of the tenant leasable space when the tenant space frontage with a public entrance only faces a side, rear or interior parking lot or external space common to the entire property.

17. Wall Sign Separation. Wall signs shall be required to have minimum separation.

- a. When multiple wall signs are allowed for a single business or organization, and the multiple wall signs are allowed on exterior walls that meet at a corner, each sign shall be off-set from the exterior wall corner to any part of the sign structure a minimum distance equal to 30% of the linear length of the wall length for a single tenant building, or the linear length of the individual business exterior wall length for a business within a multi tenant building.

- b. On the exterior walls of a multi tenant building, each wall sign shall be separated by a minimum of four (4) feet between any parts of the sign structure, or a minimum of two (2) feet from the vertical plane of the side of the tenant space to any part of the sign structure.

18.Wall Sign Reader Board Prohibited. A reader board, also known as a changeable copy sign, message board sign, time and temperature sign or an electronic message center, shall be prohibited on any part or whole wall sign, except as allowed as Special Exception.

19.Wall Sign Copy. Wall signs may identify the individual establishment, building or building complex only by name and/or principle service offered, with other allowable wall sign system components. The street frontage sign, the first street frontage wall sign or the 2nd frontage wall sign shall identify the name of individual establishment. The name of the individual establishment is optional on other wall signs when allowed, however each wall sign shall identify either the name or services provided. Wall sign copy shall adhere to the following:

- a. All lettering shall be readable by the general public. All letters on the same wall sign are suggested in the same font or similar looking font. Cursive fonts for lettering are discouraged.
- b. The street frontage sign, the first street frontage wall sign and the 2nd frontage wall sign shall identify the name of individual establishment, or the building or building complex by name. The name of the individual establishment is optional on other wall signs when allowed, however each wall sign shall identify either the name or the services provided.
- c. All lettering on wall signs shall be presented horizontally.
- d. Wall signs may describe the types of products sold or services provided on the premises; however the name of an individual product or products sold or a sales slogan shall not be allowed. Examples of allowed and not allowed descriptions are as follows:

Business Name	Description Sign Copy Allowed	Description Sign Copy Not Allowed
ABC Bar and Grill	Fine Food and Drink	XYZ Wines
ABC	Fine Meats and Sausage	XYZ Steaks
ABC Insurance	Home, Auto, Life	We Shop You Save
ABC	Quality Groceries	Milk Always On Sale

20.Wall Sign Colors. Colors within an individual wall sign or wall signs of multiple tenants are not required to be the same; however the colors of wall signs of a multi tenant building shall not be contrasting and shall be consistent in appearance to not attract more attention than other wall signs. Colors within multiple signs allowed to a single business shall be the same. The owner or representative of ownership of a multi tenant building may submit to the Village a wall sign color plan for the building, and if so submitted, all wall signs submitted for permit shall adhere to the submitted sign color plan.

21.Property Owner Master Wall Sign Plan. The owner or representative of ownership of a multi tenant building shall submit to the Village a master wall sign plan. All wall signs submitted for permit shall adhere to the submitted master wall sign plan. The master sign plan may include but not limited to sign colors, sign style and letter fonts, limits on sign sizes, and prohibition or limits on sign elements, or the master sign plan may state that there is not any limitation set by the owner upon wall signs. The master sign plan shall not supersede any regulation within this Chapter 64. The owner may submit an amendment to the master sign plan at any time.

E. Central Village Projecting Signs. The following tables present the projecting sign or signs allowed on business and manufacturing zoned property within the Central Village pursuant to the property size. Projecting signs shall not be located over any public right-of-way or public sidewalk.

1. Single Tenant and Multi Tenant Buildings Projecting Signs; Central Village Properties 0.00 to 0.70 Acres in Size.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Projecting Sign; Single Tenant Building	One (1)	Maximum of 20 square feet each side. Sign shall be vertical with height dimension greater than width dimension.	Minimum of 8 foot clearance from sidewalk or grade level, to a maximum of 16 feet above grade level.
Projecting Sign; Multi Tenant Building	One (1) per tenant	Maximum of 4 square feet each side. Sign shall be horizontal with width dimension greater than height dimension.	Minimum of 8 foot clearance from sidewalk or grade level; only under canopy 90 degrees to building face

2. Single Tenant and Multi Tenant Buildings Projecting Signs; Central Village Properties 0.71 to 3.00 Acres in Size.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Projecting Sign; Single Tenant Building	One (1)	Maximum of 36 square feet each side; sign shall be vertical with height dimension greater than width dimension.	Minimum of 8 foot clearance from sidewalk or grade level, to a maximum of 18 feet above grade level.
Projecting Sign; Multi Tenant Building	One (1) per tenant	Maximum of 4 square feet each side. Sign shall be horizontal with width dimension greater than height dimension.	Minimum of 8 foot clearance from sidewalk or grade level; only under canopy 90 degrees to building face

3. Single Tenant and Multi Tenant Buildings Projecting Signs; Properties 3.01 Acres and Over in Size.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Projecting Sign; Single Tenant Building	One (1)	Maximum of 60 square feet each side; sign shall be vertical with height dimension greater than width dimension.	Minimum of 8 foot clearance from sidewalk or grade level, to a maximum of 20 feet above grade level.
Projecting Sign; Multi Tenant Building	One (1) per tenant	Maximum of 4 square feet each side. Sign shall be horizontal with width dimension greater than height dimension.	Minimum of 8 foot clearance from sidewalk or grade level; only under canopy 90 degrees to building face

4. Central Village Projecting Signs Overall Standards. Projecting signs shall be one sign structure as a box sign, wood sign, or a projecting sign of similar durable materials. Projecting signs shall be placed on an exterior wall of the business or organization that the sign identifies, or hung from a canopy or awning attached to the exterior wall of the business or organization identifies. The following standards apply to all projecting signs within the Central Village.

- a. One (1) logo or an accent symbol, separately or together if the accent symbol is incorporated with the business name, shall not exceed 50% of the installed sign area.
- b. Projecting signs shall not be allowed to be a series of individual letters.
- c. Any multiple sign structures that are projecting signs shall be considered more than one (1) sign.
- d. Overall standards for projecting signs shall apply to the same standards for wall signs; specifically Section 64-18 (D), subparagraphs 2, 3, 4, 5, 6, 7, 13, 14, 17, 18, 19, 20 and 21.
- e. Projecting signs may be double faced, or projected from an exterior wall in a v-shape with an interior angle of not more than 45 degrees to the exterior wall of which the projecting sign is attached.

F. Central Village Roof Signs. The following presents criteria for a roof sign allowed on business and manufacturing zoned property within the Central Village.

- a. A maximum of one (1) roof sign is allowed.
- b. A roof sign shall be a maximum of 30 square feet.
- c. A roof sign shall be within the maximum building height allowed by zoning district, and shall not be higher than 10 feet beyond the roof height.

- d. Roof signs may be double faced, or installed in a v-shape with a vertical edge of a double faced sign at an angle of not more than 45 degrees.

G. Central Village Freestanding Signs. The following presents standards for a freestanding signs on business and manufacturing zoned property within the Central Village, or for multiple freestanding signs within the Central Village on larger sized properties. Freestanding signs within the Central Village shall be monument horizontal, monument vertical or pole signs.

1. Freestanding Sign Types Allowed. Freestanding sign types shall be allowed within the Central Village under the following situations.

- a. When only one (1) freestanding sign is allowed and installed on a property, the one (1) freestanding sign shall be a monument horizontal sign, a monument vertical sign or a pole sign.
- b. When two (2) or three (3) freestanding signs are allowed and installed on a property, only one (1) freestanding sign may be a pole sign.
- c. When two (2) freestanding signs are allowed and installed on a property and a pole sign is not installed, the freestanding signs shall be monument horizontal signs or monument vertical signs, and shall not be a combination of both types.
- d. When three (3) freestanding signs are allowed and installed on a property with or without a pole sign, the other installed freestanding sign types shall be monument horizontal signs or monument vertical signs, and shall not be a combination of both types.

2. Freestanding Sign Types Sizes and Heights. The following table presents the maximum size and height of freestanding signs per property size category on business and industrial zoned properties within the Central Village; per each individual property of single tenant and multi tenant sites. See Section 64-18 (G)(5), (H), (I) and (J) for additional standards for freestanding signs.

Freestanding Signs

Property Size Category/Number of Freestanding Signs Allowed	Monument Horizontal		Monument Vertical		Pole	
	Maximum Sign Face Size (square feet)	Maximum Height (feet)	Maximum Sign Face Size (square feet)	Maximum Height (feet)	Maximum Sign Face Size (square feet)	Maximum Sign Structure Height (feet)
0.0 to 0.40 Acres One (1)	32	8	36	8	32	16
0.41 to 0.70 Acres One (1)	36	8	40	8	36	16
0.71 to 1.20 Acres One (1)	42	10	48	10	42	18
1.21 to 2.00 Acres One (1)	50	10	54	10	48	18
2.01 to 3.00 Acres Two (2) Allowed up to a maximum total of 80 square feet.	50	10	58	12	60	18
3.01 Acres or Above Three (3) Allowed up to a maximum total of	50	10	62	12	72	20

120 square feet.						
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3. Freestanding Sign Elements. A freestanding sign may be composed of several elements. The elements are:

- a. Name of Development Name; a shopping center or unified grouping of business buildings; required on all freestanding signs of multi tenant building or buildings.
- b. Building or Site Address; required on all freestanding signs within either the development name sign portion, the directory sign of a business, or within the required sign base of monument signs.
- c. Directory sign identifying one or more businesses on the property; required on a single tenant building freestanding sign without a development name; optional with a freestanding sign for a multi tenant building or buildings.
- d. Reader Board; optional on all freestanding signs.

4. Freestanding Sign Elements Proportions. The maximum percentage of area of each element allowed on an installed freestanding sign per design option is presented on the following tables.

Freestanding Sign for a Single Tenant Property¹

Freestanding Sign Elements	Option A	Option B (signs up to total of 60 square feet)	Option C (signs over a total of 60 square feet)
One (1) Directory ²	100%	50%	67%
Reader Board ³	0%	50%	33%

¹Address must appear on at least one element of the sign, or within the sign base.

²If a development name appears with or without a business name in a directory sign, the percentages per option remain the same.

³If the maximum allowable percentage of the directory portion of a sign is not utilized, the reader board can not exceed the allowable percentage as presented in the chart within the installed sign.

Freestanding Sign for a Multi Tenant Building or Property¹

Freestanding Sign Elements	Option A	Option B	Option C	Option D
Development Name ²	100%	67%	20%	15%
Directory for One or More Businesses ³	0%	0%	80%	65%
Reader Board ³	0%	33%	0%	20%

¹Address must appear on at least one element of the sign, or within the sign base.

²A development name element shall be required on each freestanding sign for a multi tenant building or property. The development name element portion shall not be smaller in size than the percentage of installed sign as indicated within the chart.

³If one or more elements are not fully utilized to the maximum allowable percentage of installed sign area, then the directory and/or reader board elements can not exceed the allowable percentages as presented in the chart within the installed sign.

5. Freestanding Monument and Pole Sign Overall Standards. The following table presents the design standards for a freestanding monument horizontal, monument vertical and pole signs within the Central Village.

Design Category	Monument Sign Horizontal or Vertical	Pole Sign
Sign Face Size	Calculation of the maximum sign face size includes the outside perimeter of the entire sign structure, including spacers and gaps between sections of the sign, above the required sign base of 18 inches to two (2) feet. The maximum size defines only one side of a double faced sign.	Calculation of the maximum sign face size only includes the sign, and not any support structure. The maximum size defines only one side of a double faced sign.
Maximum Height	The maximum height is measured from adjacent grade to the highest point of the sign or sign structure, or from street grade for any sign on a grade that is below street grade level.	The maximum height is measured from adjacent grade to the highest point of the sign or sign structure, or from street grade for any sign on a grade that is below street grade level.
Minimum Clearance	NA	Minimum of 8 foot clearance from sidewalk, parking lot or grade level to any portion of sign or sign structure. Shall not project over public right-of-way or public sidewalk
Sign Setback	A minimum 2 foot setback from the front property line to any part of the sign structure and a minimum 10 foot setback from other property lines to any part of the sign structure.	A minimum 2 foot setback from the front property line to any part of the sign structure and a minimum 10 foot setback from other property lines to any part of the sign structure (includes horizontal distance from property line to edge of sign structure located above grade level).
Sign Setback Criteria	Notwithstanding the minimum setback, entire sign structure shall be placed outside the required vision triangle of any intersecting streets, or outside of the 15 foot vision triangle of an intersecting	Notwithstanding the minimum setback, the sign shall be placed outside the required vision triangle of any intersecting streets or outside of the 15 foot vision triangle of an intersecting street with a private

	street with a private driveway.	driveway if the required sign base impedes visibility.
Sign Freestanding Separation	When multiple freestanding signs are allowed on a property, the freestanding signs shall be separated a minimum of 100 feet from any point of the sign structures, measured along the linear frontage of streets or streets.	When multiple freestanding signs are allowed on a property, the freestanding signs shall be separated a minimum of 100 feet from any point of the sign structures as measured along the linear frontage of streets or streets.
Sign Base Design Criteria for non-wood signs	Masonry base is required with height a minimum of 18 inches to 2 feet above street grade when street grade lower than adjacent grade, or a minimum of 18 inches to 2 feet above adjacent grade when adjacent grade is equal to or higher than street grade. One-half of any part of the base extending beyond 2 feet above street grade or adjacent grade, which ever is higher, shall be counted as the sign face area. The base shall wide and deep a minimum of the same dimensions of the attached sign, and may extend beyond the sign width and depth in any horizontal direction a maximum of 1.5 feet.	The base of the pole and/or pole foundation shall be buffered from view with landscape plantings and/or a masonry base, for what is appropriate for the location.
Sign Structure Design Criteria for non-wood signs	The sign shall be attached directly to the base without any gap. Side columns are optional, but are required to buffer view from electrical connections. If provided, side columns may range from 6 inches to 2 feet in width and depth, and shall be counted as part of required sign area. Sign columns shall be constructed of materials matching the sign base or consistent with the design and materials of the building the sign identifies.	NA

<p>Sign Base Design Criteria for a wood monument horizontal sign that may be externally lighted</p> <p>Continued from previous page</p>	<p>Only a wood monument horizontal sign may be supported by end poles of similar wood material and color without a masonry base. The bottom of the sign face must be two (2) feet above grade. Maximum sign height shall be 8 feet. Two sign faces may be placed in a V-shape at no more than 90 degrees.</p>	<p>NA</p>
<p>Sign Side Columns Criteria</p>	<p>Sign side columns are optional, but are required to buffer from view electrical connections. If provided, the side columns shall be a minimum of 6 inches and a maximum of 2 feet in width; shall be a material consistent with the sign base or building or buildings the sign advertises; and shall be counted as part of the sign square footage.</p>	<p>NA</p>
<p>Sign Cap</p>	<p>Any part of the sign structure extending beyond the top of the sign face shall count as the sign square footage and required maximum sign height.</p>	<p>Any part of the sign structure extending beyond the top of the sign face shall count as the sign square footage and required maximum sign height.</p>
<p>Sign Dimensions Proportionate for all parts of sign structure that counts toward the maximum sign area; including any base over 2 feet high, the sign face, any side columns, and any sign cap</p>	<p>For horizontal: Must be square or with a height dimension less than width dimension, but not less than 25 % of width dimension. For vertical: Must have a height dimension at least 20% more than width dimension.</p>	<p>The sign face must be proportionate, with the height or width dimension not less than 25% of the larger height or width dimension</p>
<p>Directory Signs Allowed</p>	<p>A freestanding monument sign on a multi tenant property may advertise one or more businesses located on the property.</p>	<p>A pole sign on a multi tenant property may advertise one or more businesses located on the property.</p>
<p>Directory Signs Standards</p>	<p>When a directory monument sign is provided, the name of the center or office complex shall be</p>	<p>When a directory pole sign is provided, the name of the center or office complex shall be provided on at</p>

	provided on at least 15% of the sign face. All individual business signs within a directory sign shall be proportionate to each other in terms of height and width.	least 15% of the sign face. All individual business signs within a directory sign shall be proportionate to each other in terms of height and width.
Sign Copy ¹ Continued from previous page	The copy of a development name element portion of a sign shall be limited to a name and a maximum of 50% of the sign face may be a logo associated with the development name. The copy of any directory sign shall be limited to the business name with services provided by the business, and a maximum of 50% of the sign face may be one logo or accent symbol. Display such as individual products sold or contact information is prohibited anywhere on the sign. All sign copy shall be displayed horizontally.	The copy of a development name element portion of a sign shall be limited to a name and a maximum of 50% of the sign face may be a logo associated with the development name. The copy of any directory sign shall be limited to the business name with services provided by the business, and a maximum of 50% of the sign face may be one logo or accent symbol. Display such as individual products sold or contact information is prohibited anywhere on the sign. All sign copy shall be displayed horizontally.
Address Display Required	A freestanding sign copy must include the building address numbers or range of building address numbers horizontally displayed in a visible location. Inclusion of the street name as part of the address is optional. The address may be located on the sign base.	A freestanding sign copy must include the building address numbers or range of building address numbers horizontally displayed in a visible location. Inclusion of the street name as part of the address is optional. The address may be located on the sign base.
Reader Board	Please see Section 64-18 (J) for reader board standards.	Please see Section 64-18 (J) for reader board standards.
Letter and Number Height	Sign letters and address numbers shall be a minimum of 4 inches on all sign copy, including on reader/message board, except for display of per gallon price with a motor fuel dispensing business.	Sign letters and address numbers shall be a minimum of 6 inches on all sign copy, including on reader/message board, except for display of per gallon price with a motor fuel dispensing business.

H. Central Village Freestanding Motor Fuel Dispensing Station Sign Size Standards.

When a motor fuel dispensing business is located on a property within the Central Village, the business may install a freestanding sign with additional size in accordance with the standards listed below to comply with State of Wisconsin Statutes requiring adequate display of fuel price per gallon, and with approval of the Plan Commission. Only one freestanding sign may be larger as a motor fuel dispensing sign, if multiple signs are allowed and installed on the property. However, if multiple signs are allowed on a property the motor fuel dispensing business may advertise on all freestanding signs. A freestanding sign for motor fuel dispensing shall continue to comply with the total number of freestanding signs allowed per property size and sign height per sign type as presented in Section 64-18 (G).

1. The sign shall have a maximum height of 20 feet to the top of the sign structure.
2. All sign faces shall not exceed 100 square feet, or as allowed within Section 64-18 (G) (2) for the size of the property on which the sign is located. The Plan Commission may allow up to 100 square feet above the property size allowance if the Plan Commission finds a larger sign is necessary to be visible at a greater distance.
3. The components of the sign shall not exceed the following as a percentage of the overall sign area:
 - a. 40% for the business name and logo.
 - b. 25% for the gasoline prices
 - c. 25% for the reader board.
 - d. 10% for miscellaneous signage or area between signs.
4. The sign shall be constructed of a solid masonry base to the bottom of the sign box.
5. All parts of the sign shall have the same width dimension.
6. The gas prices are not counted toward the maximum amount of reader board area.
7. Sign shall not be located within a vision corner.
8. If a motor vehicle fueling station in the Central Village utilizes a freestanding pole sign, then the freestanding pole sign shall conform to the sign size and height requirements of Section 64-18 (G), and the allowance for a larger sign size of this section is not allowed.

I. Central Village Motor Fuel Dispensing Station Canopy Signs. A motor fuel dispensing station may have one sign with the business name and/or logo on each side of the canopy that is located over the fuel dispensing pumps; however if so utilized then the motor fuel dispensing station shall not be allowed a larger freestanding sign as allowed in Section 64-18 (H), and any freestanding sign shall be either a horizontal monument or vertical monument sign. Canopy signs shall adhere to the following standards:

1. Canopy signs shall be limited to one (1) per canopy edge that may include the business name and/or logo. No other signage or wording is allowed on each canopy edge. The business name or logo may appear together as a wall sign system or individually; however each business name and logo appearing together on the same canopy edge shall not be any further apart than three (3) feet, edge to edge.
2. There is not any maximum limit on the size of each one sign on a side of the canopy; however, the each sign shall be limited to the business name and/or logo that may be in the colors of a corporation and there shall be no other wording or logos allowed, or.

3. Each sign shall be limited to the business name and/or logo that may be in the colors of a corporation and there shall be no other wording or logos allowed, and repeat of the same sign is not allowed.
4. All canopy signs shall be permanent. No temporary signs shall be allowed on the canopy.

J. Central Village Freestanding Reader Board Standards. The following presents standards for reader boards allowed on freestanding signs within the Central Village. The following standards shall apply to wall signs, projecting signs and roof signs within the Central Village if approved by the Plan Commission as a Special Exception. Reader boards can also be known as and referred to as changeable copy signs, message boards, time and temperature signs or electronic message centers.

1. **Reader Board Changeable Copy.** A reader board is any portion of a freestanding sign that has sign copy that is not permanent and can be changed manually with hand written copy, individual letters, plastic or plexiglass covering, or similar materials; or changed electronically whether by hard wire or remote, and changes copy more than once in a six (6) month period.
2. **Reader Board Sign Area.** The calculation of sign area for reader board signs shall be integrated into the permanent sign elements of the freestanding sign, and shall be included as a percentage of the total permitted sign area as specified in this Section 64-18. Measurement of the reader board sign area shall be calculated by the outside perimeter of the reader board, including the outside frame of the reader board of the sign and one-half of any gaps between the reader board and adjacent freestanding sign element. The reader board may be double faced.
3. **Reader Board Specific Standards.** Where reader boards are allowed, the following specific standards apply to all reader boards, subject to further restrictions as may be imposed by the Plan Commission regarding particular applications.
 - a. Reader boards may be internally or externally illuminated.
 - b. Each reader board shall be permanently installed.
 - c. Each reader board shall be placed in such a manner so as to not interfere with, confuse or present any hazard to traffic.
 - d. The reader board must occupy a secondary position to the development name sign or directory signs, whichever applies.
 - e. The reader board shall be properly maintained at all times.
4. **Reader Board Copy.** Reader Board copy shall adhere to the following standards.
 - a. Cyclical copy on an illuminated reader board sign may change at a rate of not greater than once every one (1) minute. Time and temperature may update every 10 seconds
 - b. Reader board letter sizes shall be a minimum of four (4) inches to a maximum of twelve (12) inches in height. Letter heights within this stated range may be based on ability of the message to be easily seen and read from street view pursuant to speed of traffic and sign distance from the lanes of traffic, while the not interfering with or confusing traffic.
 - c. Sign copy may include advertisement of individual business names with contact information, range of services provided or products sold on the premises, individual products offered on special or sale on the premises with price, special events or attractions on the premises, or seasonal greetings.

- d. Sign copy shall not include any message pertaining to off-premises or off-site businesses, sales or products; political messages or events; except community wide special events or messages may be advertised; for example congratulating a local academic or athletic achievement or reminder of a semi-annual time change.
 - e. Sign copy may include a logo pertaining to a business on the premises or product sold on the premises, at not more than 25% of the reader board area.
 - f. Sign copy shall be readable and timely at all times and presented horizontally.
- 5. Electronic Message Centers.** In addition to prior stated standards for reader boards within this Section 64-18 (J), electronic message centers shall adhere to the following standards.
- a. Electronic message centers shall not be installed in combination with any other design or form of a reader board.
 - b. Electronic message centers shall not exceed a brightness level than the amount of lumens generated by building lights, other signs, and parking lot lights on the property the sign is located, or lumens generated by adjacent properties or adjacent street lights. The Zoning Administrator shall order the sign owner to decrease the brightness level of the electronic message center is found to violate this paragraph.
 - c. Electronic message centers shall not be allowed to flash, present movement or the illusion of movement of any sign copy.
 - d. Electronic message centers shall not be located abutting residential, as defined.
 - e. Electronic message centers operation shall not interfere with any radio or any other communication transmissions.
 - f. Any electronic message centers as part of an off-premises sign, a billboard or any other sign prohibited pursuant to Section 64-13, shall be prohibited.
 - g. An electronic message center may require additional fees for zoning review and permit issuance.

Section 64-19. Non-Central Village Area Business and Manufacturing Zoning Sign Standards. This Section 64-19 states the regulations and standards for placement of permanent signs located on business and manufacturing zoned property within the Non-Central Village Area of the Village, as defined.

C. Maximum of Only Two Sign Types. Only a maximum of two (2) of the following permanent sign types listed below are allowed on any business and manufacturing zoned property within the Non-Central Village Area, although on certain sized properties multiple signs within a specific sign type may be allowed. A maximum of two (2) sign types includes single tenant building properties and all signs on multi tenant building properties. The owner of a multi tenant property shall designate the two (2) types of signs for the property, or an ownership association of a multiple business or organization building with condominium ownership for the property. Roof signs are not permitted within the Non-Central Village Area.

The sign types available for use within the Non-Central Village Area are:

<p>Only Two (2) of the Following Sign Types Allowed within a Non-Central Village Property</p>
<p>Wall Sign</p>

Projecting Sign
Roof Sign
Freestanding Sign, which may include one or more of the following (as per property size): d. Monument Horizontal Sign e. Monument Vertical Sign f. Pole Sign

D. Size and Number of Signs Based on Property Size. Throughout this Section 64-19 the size and number of signs permitted on a property are based on the size of the property. The size of the property shall be determined by the Zoning Administrator from property information on record at Mukwonago Village Hall or with the appropriate County; or by information submitted by the sign applicant or property owner in the form of a Plat of Survey, Certified Survey Map or Plat of Subdivision. As the ranges of property sizes are presented in hundredths of an acre, rounding of the calculation may occur. Based on an acre of 43,560 square feet, the following table presents the square footage equivalent to the ranges of property sizes in acres.

Acres	Square Footage Equivalent
0.40	17,424
0.70	30,492
1.20	52,272
2.00	87,120
3.00	130,680

C. Non-Central Area Village Wall Signs. The following tables present the wall signs allowed on business and manufacturing zoned property within the Non-Central Village Area pursuant to the property size.

1A. Single Tenant Building Wall Signs; Non-Central Village Area Properties 0.00 to 0.40 Acres in Size.

All wall signs on a single tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage or 60 square feet; or if the single tenant building has 12 feet or less of building frontage, all signs on the property shall not exceed nine (9) square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building street frontage to a maximum of 60. The minimum sign area may be up to 9 square feet. ¹	See Section 64-19 (D) for additional standards.
2 nd Wall Sign may be allowed only with	One (1) If Allowed	If utilized, 2 nd wall sign shall be a	To be located on a 2 nd street frontage,

the use of street frontage wall sign		maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 60 square feet, or 9 square feet; whichever applies. ¹	or with a rear or side public entrance to business. See Section 64-19 (D) for additional standards.
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¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 9 square feet, then one installed sign shall not exceed 9 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 9 square feet.

1B. Multi Tenant Building Wall Signs; Non-Central Village Area Properties 0.00 to 0.40 Acres in Size.

All wall signs for a single business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of tenant building frontage or 48 square feet; or if the tenant has 12 feet or less of tenant building frontage, all wall signs available to the tenant shall not exceed nine (9) square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant street frontage to a maximum of 48 square feet. The minimum sign area may be 9 square feet. ¹	. See Section 64-19 (D) for additional standards
2 nd Wall Sign may be allowed only with the use of street frontage wall sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-19 (D) for additional standards.

		or 48 square feet, or 9 square feet; whichever applies. ¹	
Street Frontage Wall Sign for tenant not at street grade or tenant without street frontage	One (1) per tenant at or near public entrance to the tenant space.	Maximum of 9 square feet.	To be located below or at same level of wall signs for businesses at street grade; facing street and located at tenant's public entrance. See Section 64-19 (D) for additional standards.

¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 48 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 48 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 9 square feet, then one installed sign shall not exceed 9 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 9 square feet.

2A. Single Tenant Building Wall Signs; Non-Central Village Area Properties 0.41 to 1.20 Acres in Size.

All wall signs on a single tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage or 80 square feet; or if the single tenant building has 16 feet or less of building frontage, all signs on the property shall not exceed 12 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building street frontage to a maximum of 80 square feet. The minimum sign area may be 12 square feet. ¹	See Section 64-19 (D) for additional standards.
Second Street Frontage Wall Sign may be allowed only with the use of street frontage wall sign	One (1) If Allowed	If utilized, 2 nd street frontage wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of all signs shall not exceed 0.75 square feet per linear foot of building	To be located on 2 nd street frontage. See Section 64-19 (D) for additional standards.

		frontage or 80 square feet, or 12 square feet; whichever applies. ²	
Rear or side public entrance wall sign shall be allowed only with the use of street frontage wall sign ³	One (1) If Allowed	If utilized, rear or side public entrance wall sign may be a maximum of 35% of the installed street frontage wall sign, or all installed wall signs can be equal in size to the maximum as stated above. ²	See Section 64-19 (D) for additional standards.

¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 80 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then one installed sign shall not exceed 12 square feet.

²If allowed, the aggregate size of multiple signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 80 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then the aggregate size of multiple signs shall not exceed 12 square feet.

³If allowed, the rear or side public entrance wall sign may be utilized with or without the second street frontage wall sign; however in either instance, the rear or side public entrance sign shall be a maximum size of 35% the size of the installed street frontage wall sign. Or if allowed, sign owner has option of installing the two or three signs all equal in size.

2B. Multi Tenant Building Wall Signs; Non-Central Village Area Properties 0.41 to 1.20 Acres in Size.

All wall signs for a single business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of tenant building frontage or 60 square feet; or if the tenant has 16 feet or less of tenant building frontage, all wall signs available to the tenant shall not exceed 12 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 60 square feet. The minimum sign area may be 12 square feet. ¹	See Section 64-19 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-19 (D) for additional standards.

		feet per linear foot of building frontage or 60 square feet, or 12 square feet; whichever applies. ¹	
Wall Sign for Tenant in Multi Tenant Building not at street grade, or tenant without street frontage	One (1) at or near tenant public entrance to the tenant space	Maximum of 12 square feet.	To be located below or at same level of wall signs for businesses at street grade; facing street and located at tenant's public entrance. See Section 64-19 (D) for additional standards.

¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 12 square feet, then one installed sign shall not exceed 12 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 12 square feet.

3A. Single Tenant Building Wall Signs; Non-Central Village Area Properties 1.21 to 2.00 Acres in Size.

All wall signs on a single tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage or 80 square feet; or if the single tenant building has 21.3 feet or less of building frontage, all signs on the property shall not exceed 16 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building frontage to a maximum of 80 square feet. The minimum sign area may be 16 square feet. ¹	See Section 64-19 (D) for additional standards.
Second Street Frontage Wall Sign may be allowed only with the use of street frontage wall sign	One (1) If Allowed	If utilized, 2 nd street frontage wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of all signs shall not exceed 0.75 square feet per linear foot of	To be located on 2 nd street frontage. See Section 64-19 (D) for additional standards

		building frontage or 80 square feet, or 16 square feet; whichever applies. ²	
Rear or side public entrance wall sign shall be allowed only with the use of street frontage wall sign ³	One (1) If Allowed	If utilized, rear or side public entrance wall sign may be a maximum of 35% of the installed street frontage wall sign, or all installed wall signs can be equal in size to the maximum as stated above. ²	See Section 64-19 (D) for additional standards.

¹If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 80 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 16 square feet, then one installed sign shall not exceed 16 square feet.

²If allowed, the aggregate size of multiple signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 80 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 16 square feet, then the aggregate size of multiple signs shall not exceed 16 square feet.

³If allowed, the rear or side public entrance wall sign may be utilized with or without the second street frontage wall sign; however in either instance, the rear or side public entrance sign shall be a maximum size of 35% the size of the installed street frontage wall sign. Or if allowed, sign owner has option of installing the two or three signs all equal in size.

3B. Multi Tenant Building Wall Signs; Central Village Properties 0.71 to 2.00 Acres in Size.

All wall signs for a single business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of tenant building frontage or 60 square feet; or if the tenant has 21.3 feet or less of tenant building frontage, all wall signs available to the tenant shall not exceed 16 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 60 square feet. The minimum sign area may be 16 square feet. ¹	See Section 64-19 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-19 (D) for additional standards.

		in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 60 square feet, or 16 square feet; whichever applies. ¹	
Wall Sign for Tenant in Multi Tenant Building not at street grade, or tenant without street frontage	One (1) at or near tenant public entrance to the tenant space.	Maximum of 16 square feet.	To be located below or at same level of wall signs for businesses at street grade; facing street and located at tenant's public entrance. See Section 64-19 (D) for additional standards.

¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 60 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 16 square feet, then one installed sign shall not exceed 16 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 16 square feet.

4A. Single Tenant Building Wall Signs; Non-Central Village Area Properties 2.01 to 3.00 Acres in Size.

All wall signs on a sign tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 200 square feet for all signs; or if the single tenant building has 32 feet or less of building frontage, all signs on the property shall not exceed 24 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
First Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building frontage to a maximum of 100 square feet for the 1 st sign facing the street frontage. The minimum sign area may be 24 square feet. ¹	See Section 64-19 (D) for additional standards.
Additional Wall Signs Placed on any wall of building facing a street or a parking lot on the same property with a public entrance	Four (4)	All five (5) allowed wall signs or lesser amount of signs shall not exceed 0.75 square feet of sign per linear foot of building frontage to a maximum of	Any one (1) sign shall not exceed 50% the size of the installed 1 st sign. See Section 64-19 (D) for additional standards.

		200 square feet on any building. ¹	
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¹The first street frontage wall sign shall be a maximum of 0.75 square feet of sign per linear foot of building frontage or 100 square feet, whichever is smaller. If the building frontage is 133 feet or less in length, four (4) additional signs may be installed but the aggregate size of all installed signs, including the first street frontage sign, shall not exceed 0.75 square feet of signs per linear foot of building frontage with no additional wall sign sizes exceeding 50% of the first street frontage wall sign. If the building frontage exceeds 133 feet in linear length, then the aggregate size of the first street frontage wall sign and the four (4) additional wall signs shall not exceed a maximum of 0.75 square feet of signs per linear foot or 200 square feet for all installed wall signs on the building, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 24 square feet, then the first street frontage wall sign shall not exceed 24 square feet, or if utilized, the aggregate total of up to five (5) signs shall not exceed 24 square feet with no additional wall sign sizes exceeding 50% of the first street frontage wall sign.

4B. Multi Tenant Building Wall Signs; Non-Central Village Area Properties 2.01 to 3.00 Acres in Size.

All wall signs for a single tenant business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 100 square feet; or if the single tenant building has 32 feet or less of building frontage, all wall signs available to the tenant shall not exceed 24 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per Tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 100 square feet per tenant. The minimum sign area may be 24 square feet per tenant. ¹	See Section 64-34 for special exception consideration when multi tenant buildings have large frontages or multiple entrances. See Section 64-19 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 100 square feet, or 24 square feet; whichever applies. ¹	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-19 (D) for additional standards.
Wall Sign for Tenant	One (1) at or near	Maximum of 20	To be located below

in Multi Tenant Building not at street grade, or tenant without street frontage	tenant public entrance to the tenant space.	square feet	or at same level of wall signs for businesses at street grade facing street frontage, and located as close as possible to tenant's public entrance.
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¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 100 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not exceed a total 0.75 square feet per linear foot of building frontage or 100 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 24 square feet, then one installed sign shall not exceed 24 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 24 square feet.

5A. Single Tenant Building Wall Signs; Non-Central Village Area Properties 3.01 Acres and Over in Size.

All wall signs on a sign tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 300 square feet for all signs; or if the single tenant building has 40 feet or less of building frontage, all signs on the property shall not exceed 30 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
First Street Frontage Wall Sign	One (1) For Street Frontage	0.75 square feet of sign per linear foot of building frontage to a maximum of 150 square feet for the 1 st sign facing the street frontage. The minimum sign area may be 30 square feet. ¹	See Section 64-19 (D) for additional standards.
Additional Wall Signs Placed on any wall of building facing a street or a parking lot on the same property with a public entrance	Four (4)	All five (5) allowed wall signs or lesser amount of signs shall not exceed 0.75 square feet of sign per linear foot of building frontage to a maximum of 300 square feet on any building. ¹	Any one (1) sign shall not exceed 50% the size of the installed 1 st sign. See Section 64-19 (D) for additional standards.

¹The first street frontage wall sign shall be a maximum of 0.75 square feet of sign per linear foot of building frontage or 150 square feet, whichever is smaller. If the building frontage is 200 feet or less in length, four (4) additional signs may be installed but the aggregate size of all installed signs, including the first street frontage sign, shall not exceed 0.75 square feet of signs per linear foot of building frontage with no additional wall sign sizes exceeding 50% of the first street frontage wall sign. If the building frontage exceeds 200 feet in linear length, then the aggregate size of the first street frontage wall sign and the four (4) additional wall signs shall not exceed a maximum of 0.75 square feet of signs per linear foot or 300 square feet for all installed wall signs on the building, whichever is smaller.

Likewise, if 0.75 square feet per linear foot of building frontage equals less than 30 square feet, then the first street frontage wall sign shall not exceed 30 square feet, or if utilized, the aggregate total of up to five (5) signs shall not exceed 30 square feet with no additional wall sign sizes exceeding 50% of the first street frontage wall sign.

5B. Multi Tenant Building Wall Signs; Non-Central Village Area Properties 3.01 Acres and Over in Size.

All wall signs for a single tenant business or organization within a multi tenant building property within this property size range shall not exceed 75% of the linear foot of building frontage to a maximum of 150 square feet; or if the single tenant building has 40 feet or less of building frontage, all wall signs available to the tenant shall not exceed 30 square feet.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Street Frontage Wall Sign	One (1) per Tenant For Street Frontage	0.75 square feet of sign per linear foot of tenant frontage to a maximum of 150 square feet per tenant. The minimum sign area may be 30 square feet per tenant.	See Section 100-534 for special exception consideration when multi tenant buildings have large frontages or multiple entrances. See Section 64-19 (D) for additional standards.
Second Frontage Wall Sign or Rear or Side Public Entrance Wall Sign	One (1) per tenant If Allowed	If utilized, 2 nd wall sign shall be a maximum of 50% of the size of the installed street frontage wall sign, or both installed signs can be equal in size. Total area of both signs shall not exceed 0.75 square feet per linear foot of building frontage or 150 square feet, or 30 square feet; whichever applies. ¹	To be located on 2 nd street frontage, or with a rear or side public entrance to the same business and see Section 64-19 (D) for additional standards.
Wall Sign for Tenant in Multi Tenant Building not at street grade, or tenant without street frontage	One (1) at or near tenant public entrance to the tenant space	Maximum of 24 square feet.	To be located below or at same level of wall signs for businesses at street grade facing street frontage, and located as close as possible to tenant's public entrance.

¹ If one sign is installed, the one sign shall be a maximum of 0.75 square feet per linear foot of building frontage or 150 square feet, whichever is smaller. If allowed, the aggregate size of two signs shall not

exceed a total 0.75 square feet per linear foot of building frontage or 150 square feet, whichever is smaller. Likewise, if 0.75 square feet per linear foot of building frontage equals less than 30 square feet, then one installed sign shall not exceed 30 square feet, or if allowed, the aggregate size of the two signs shall not exceed a total of 30 square feet.

E. Non-Central Village Area Wall Signs Overall Standards. The following standards apply to all wall signs within the Non-Central Village Area.

- 1. Wall Sign System.** A wall sign system is all of the elements that may comprise a wall sign placed together in a contiguous sign to advertise one business whether a single business or organization within one (1) building, called a single tenant building, or a business or organization as part of multiple businesses or organizations in a building, called a multi tenant building. For the purpose of this Article VII, a wall sign refers to contiguous and mutually dependent grouped together elements of a wall sign system, which are as follows:
 - e.** Letters forming readable words identifying the business or organization name and the type of services provided within the identified business or organization.
 - f.** Logo.
 - g.** Accent Symbol
 - h.** Accent Color.
- 2. Wall Sign Size.** One wall sign or multiple wall signs for a single business or organization shall not exceed the allowed maximum area for one wall sign or multiple wall signs as specified within Section 64-19 (C).
- 3. Business or Organization Name to be Identified.** The name of the business or organization shall be identified within the Street Frontage Wall Sign, First Street Frontage Wall Sign and the 2nd Street Frontage Wall Sign. When other wall signs are allowed, the business or organization name is optional.
- 4. Business or Organizational Name and Service Provided on All Signs.** The business or organizational name or the type of services provided within the identified business or organization shall be an element of all wall signs, and shall be a minimum of 50% of the area of the wall sign.
- 5. Horizontal Lettering.** All lettering forming readable words shall be presented horizontally on wall signs.
- 6. Wall Sign Logo.** A logo, as defined, may be provided within any wall sign up to 50% of the area of the entire installed wall sign with the following criteria:
 - a.** The logo shall be allowed only with the business or organization name within the same wall sign system. The logo cannot be a separate wall sign.
 - b.** One (1) logo shall be allowed per wall sign, and the same logo shall not be repeated within the same wall sign.
 - c.** When multiple wall signs are allowed for the same business or organization, if a logo is displayed, the logos on all wall signs shall be the same.
- 7. Wall Sign Accent Symbol.** A wall sign accent symbol is a solid color or multi-colored design that may be provided within any wall sign having the intent of drawing attention to the sign or providing a color or colors associated with the business or organization, with the following criteria:
 - e.** An accent symbol area without a logo within a wall sign system cannot exceed 50% of the area of the entire installed wall sign.
 - f.** An accent symbol and a logo shall not be allowed within the same wall sign system unless the accent symbol is integrated into the business name.

- g. When an accent symbol and a logo may exist within the same sign system, the total area of the accent symbol and the logo shall not exceed 50% of the entire installed wall sign.
 - h. An accent symbol shall not be allowed in the same wall sign with a painted accent color.
- 8. Wall Sign Accent Color for Sign Background.** Wall signs with the business or organization name in individually lighted letters may have an accent color painted behind the wall sign or a portion of the wall sign onto the building face in a color different from the color of the building face. If so painted larger than the other installed elements, the area of the painted accent color together with the installed wall sign cannot exceed the allowed maximum area of individual wall sign advertising the business or organization, as measured by the dimensions of a polygon around the painted accent color. A wall sign accent color shall not be allowed in the same wall sign with a wall sign accent symbol.
- 9. Element Combinations.** Pursuant to Sections 64-19 (D)(3) through (9), the element combinations options are presented in the following table.

Options

	A	B	C	D	E	F	G
Letters	X	X	X	X	X	X	X
Logo		X				X	X
Accent Symbol within letters			X			X	
Accent Symbol outside letters				X			
Accent Color					X		X

X = Element Allowed within Option

- 10.Box Wall Sign Prohibited.** Box wall signs are prohibited within the Non-Central Village to display the required business or organization name. Box signs are defined as a sign enclosed by a cabinet with internal illumination and plastic facing, where the sign background, structure and/or cabinet extends beyond the text and/or logo of the sign. However, when a logo or accent symbol under the size limitations of Section 100-519 (C) is allowed, the separate elements of a logo or accent symbol may be installed as a box sign when grouped together to form a wall sign system. Individual channel letters shall not be considered box signs for the purposes of this Article VII.
- 11.Wood Wall Sign Allowed.** Whole wood wall signs are allowed within the Non-Central Village Area, or individual letters or other wall sign elements may be allowed in wood. They may be externally illuminated or non-illuminated. Each physically connected wood sign shall be counted as one (1) wall sign.
- 12.Painted Wall Sign Prohibited.** A painted wall sign is prohibited within the Non-Central Village Area, except as allowed as a wall sign accent color element within a wall sign system.
- 13.Durable Materials.** All wall signs within the Non-Central Village Area shall be installed with durable materials to maintain stability and colors throughout the life of the sign within

variable weather conditions. Materials may include but not limited to metal, aluminum, plexiglass, plastic, wood, neon and vinyl.

14. Wall Sign Measurement. The calculation of square foot area of each wall sign shall include sign copy and any border or frame surrounding the sign copy or elements, but not the sign structure or supports. Signs shall be measured by the outside perimeter of the sign face, or the outside perimeter of a box sign or wood sign. The area of irregularly shaped signs or signs containing two (2) or more detached elements shall be determined by the area of the smallest regular polygon that will encompass all components of the sign.

15. Wall Sign Placement. Wall signs may be placed on an exterior wall, awning, canopy or mid-wall mansard in accordance with the following.

- a. Wall signs placed on an exterior building wall shall be placed on an exterior first floor wall or edge of an attached canopy or portico of a business that the sign identifies. For wall signs for a business that does not have exterior wall frontage, the wall sign shall be located below or at same level of wall signs for a business at street grade facing street frontage, or located as close as possible to tenant's public entrance. Any wall sign placed above the first floor exterior wall shall require Plan Commission approval, except for a wall sign on a detached or attached canopy, portico, or mid-wall mansard.
- b. Wall signs may be placed on first floor exterior awnings. Any component of a wall sign system on a permanent or temporary awning shall be considered one (1) wall sign, except for an address, a solid color awning or an internally lighted solid color awning.
- c. Wall signs may be placed on the vertical edge of a canopy of a motor fuel dispensing station (gas station) if the canopy is detached from the building in which business takes place on the same property in accordance with Section 64-19 (I).
- d. Wall signs may be affixed in a horizontal position on the top of a mid-wall mansard architectural feature extending from a first floor exterior wall, or between a first and second floor wall. Signs on a mansard that is not mid-wall shall be considered roof signs.

16. Wall Sign Street Frontage. For purposes of wall signs calculation of linear building frontage and the location of the street frontage wall sign, determination of street frontage shall adhere to the following criteria.

- c. For a single tenant building, the street frontage shall be (1) the entire linear building frontage, in feet, for the length of the building exterior facing and approximately parallel to a single public street to which the building address is assigned; or (2) the entire building frontage, in feet, for the length of the building exterior the public street to which the building address is assigned when the building is on a property facing multiple public streets; or (3) the street frontage sign can be located on a for the length of a building exterior with a public entrance, if the side is visible from the public street and another public entrance is not on the building front; however, the front of the building linear feet shall remain as frontage to determine street frontage wall sign size.
- d. For a multi tenant building, the street frontage shall be (1) the entire linear building frontage, in feet, of the tenant leasable space when facing and approximately parallel to a single public street to which the building address is assigned; or (2) the entire linear building frontage, in feet, of the tenant leasable space for the length of the building exterior facing the public street to which the building or business address is assigned when the tenant leasable space is within a building corner facing multiple public streets; or (3) the entire linear frontage, in feet, of the main public entrance side to the tenant leasable space within a building corner facing multiple streets if the main public entrance is not on the same side as the address; or (4) the entire linear building

frontage, if feet, of the tenant leasable space when the tenant space frontage with a public entrance only faces a side, rear or interior parking lot or external space common to the entire property.

17. Wall Sign Separation. Wall signs shall be required to have minimum separation.

- a. When multiple wall signs are allowed for a single business or organization, and the multiple wall signs are allowed on exterior walls that meet at a corner, each sign shall be off-set from the exterior wall corner to any part of the sign structure a minimum distance equal to 30% of the linear length of the wall length for a single tenant building, or the linear length of the individual business exterior wall length for a business within a multi tenant building.
- b. On the exterior walls of a multi tenant building, each wall sign shall be separated by a minimum of four (4) feet between any parts of the sign structure, or a minimum of two (2) feet from the vertical plane of the side of the tenant space to any part of the sign structure.

18. Wall Sign Reader Board Prohibited. A reader board sign, also known as a changeable copy signs, message boards, time and temperature signs or an electronic message center, shall be prohibited on any part or whole wall sign, except as allowed as Special Exception.

19. Wall Sign Copy. Wall signs may identify the individual establishment, building or building complex only by name and/or principle service offered, with other allowable wall sign system components. The street frontage sign, the first street frontage wall sign or the 2nd frontage wall sign shall identify the name of individual establishment. The name of the individual establishment is optional on other wall signs when allowed, however each wall sign shall identify either the name or services provided. Wall sign copy shall adhere to the following:

- a. All lettering shall be readable by the general public. All letters on the same wall sign are suggested in the same font or similar looking font. Cursive fonts for lettering are discouraged.
- b. The street frontage sign, the first street frontage wall sign and the 2nd frontage wall sign shall identify the name of individual establishment, or the building or building complex by name. The name of the individual establishment is optional on other wall signs when allowed, however each wall sign shall identify either the name or the services provided.
- c. All lettering on wall signs shall be presented horizontally.
- d. Wall signs may describe the types of products sold or services provided on the premises; however the name of an individual product or products sold or a sales slogan shall not be allowed. Examples of allowed and not allowed descriptions are as follows:

Business Name	Description Sign Copy Allowed	Description Sign Copy Not Allowed
ABC Bar and Grill	Fine Food and Drink	XYZ Wines
ABC	Fine Meats and Sausage	XYZ Steaks
ABC Insurance	Home, Auto, Life	We Shop You Save
ABC	Quality Groceries	Milk Always On Sale

20. Wall Sign Colors. Colors within an individual wall sign or wall signs of multiple tenants are not required to be the same; however the colors of wall signs of a multi tenant building shall not be contrasting and shall be consistent in appearance to not attract more attention than other wall signs. Colors within multiple signs allowed to a single business shall be the same. The owner or representative of ownership of a multi tenant building may submit to

the Village a wall sign color plan for the building, and if so submitted, all wall signs submitted for permit shall adhere to the submitted sign color plan.

21. Property Owner Master Wall Sign Plan. The owner or representative of ownership of a multi tenant building shall submit to the Village a master wall sign plan. All wall signs submitted for permit shall adhere to the submitted master wall sign plan. The master sign plan may include but not limited to sign colors, sign style and letter fonts, limits on sign sizes, and prohibition or limits on sign elements, or the master sign plan may state that there is not any limitation set by the owner upon wall signs. The master sign plan shall not supersede any regulation within this Chapter 64. The owner may submit an amendment to the master sign plan at any time.

J. Non-Central Village Area Projecting Signs. The following tables present the projecting signs allowed on business and manufacturing zoned property within the Non-Central Village Area pursuant to the property size. Projecting signs shall not be located over any public right-of-way or public sidewalk.

1. Single Tenant and Multi Tenant Buildings Projecting Signs; Non-Central Village Area Properties 0.00 to 0.70 Acres in Size.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Projecting Sign; Single Tenant Building	One (1)	Maximum of 20 square feet each side. Sign shall be vertical with height dimension greater than width dimension.	Minimum of 8 foot clearance from sidewalk or grade level, to a maximum of 16 feet above grade level.
Projecting Sign; Multi Tenant Building	One (1) per tenant	Maximum of 4 square feet each side. Sign shall be horizontal with width dimension greater than height dimension.	Minimum of 8 foot clearance from sidewalk or grade level; only under canopy 90 degrees to building face

2. Single Tenant and Multi Tenant Buildings Projecting Signs; Non-Central Village Area Properties 0.71 to 2.00 Acres in Size.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Projecting Sign; Single Tenant Building	One (1)	Maximum of 36 square feet each side; sign shall be vertical with height dimension greater than width dimension.	Minimum of 8 foot clearance from sidewalk or grade level, to a maximum of 18 feet above grade level.
Projecting Sign; Multi Tenant	One (1) per tenant	Maximum of 4 square feet each	Minimum of 8 foot clearance from

Building		side. Sign shall be horizontal with width dimension greater than height dimension.	sidewalk or grade level; only under canopy 90 degrees to building face
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3. Single Tenant and Multi Tenant Buildings Projecting Signs; Non-Central Village Area Properties 2.01 to 3.00 Acres in Size.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Projecting Sign; Single Tenant Building	One (1)	Maximum of 60 square feet each side; sign shall be vertical with height dimension greater than width dimension.	Minimum of 8 foot clearance from sidewalk or grade level, to a maximum of 18 feet above grade level.
Projecting Sign; Multi Tenant Building	Not Allowed	Not Allowed	Not Allowed

4. Single Tenant and Multi Tenant Buildings Projecting Signs; Non-Central Village Area Properties 3.01 Acres and Over in Size.

Type	Maximum Number of Signs	Area of Sign	Specific Standards
Projecting Sign; Single Tenant Building	One (1)	Maximum of 100 square feet each side; sign shall be vertical with height dimension greater than width dimension.	Minimum of 8 foot clearance from sidewalk or grade level, to a maximum of 20 feet above grade level.
Projecting Sign; Multi Tenant Building	Not Allowed	Not Allowed.	Not Allowed

5. Non-Central Village Area Projecting Signs Overall Standards. Projecting signs shall be one sign structure as a box sign, wood sign, or a projecting sign of similar durable materials. Projecting signs shall be placed on an exterior wall of the business or organization that the sign identifies, or hung from a canopy or awning attached to the exterior wall of the business or organization identifies. The following standards apply to all projecting signs within the Non-Central Village Area.

- a. One (1) logo or an accent symbol, separately or together if the accent symbol is incorporated with the business name, shall not exceed 50% of the installed sign area.
- b. Projecting signs shall not be allowed to be a series of individual letters.
- c. Any multiple sign structures that are projecting signs shall be considered more than one (1) sign.

- d. Overall standards for projecting signs shall apply to the same standards for wall signs; specifically Section 64-18 (D), subparagraphs 2, 3, 4, 5, 6, 7, 13, 14, 17, 18, 19, 20 and 21.
- e. Projecting signs may be double faced, or projected from an exterior wall in a v-shape with an interior angle of not more than 45 degrees to the exterior wall of which the projecting sign is attached.

K. Non-Central Village Area Roof Signs Prohibited. Roof signs within the Non-Central Village Area are prohibited.

L. Non-Central Village Area Freestanding Signs. The following presents standards for a freestanding signs on business and manufacturing zoned property within the Non-Central Village, or for multiple freestanding signs within the Non-Central Village Area on larger sized properties. Freestanding signs within the Non-Central Village Area shall be monument horizontal or monument vertical signs. Pole signs are prohibited within the Non-Central Village Area. A freestanding structure sign may be approved by Special Exception for properties over abutting the Interstate 43 Right-of-Way on a property over 2.01 acres in size.

1. **Freestanding Sign Types Allowed.** When multiple freestanding signs are allowed and installed on a property, the installed freestanding sign types shall be monument horizontal signs or monument vertical signs, and shall not be a combination of both signs.
2. **Freestanding Sign Types Sizes and Heights.** The following table presents the maximum size and height of freestanding signs per property size category on business and industrial zoned properties within the Non-Central Village Area; per each individual property of single tenant and multi tenant sites. See Section 64-19 (G)(5), (H), (I) and (J) for additional standards for freestanding signs.

Non-Central Village Freestanding Signs

Property Size Category/Number of Freestanding Signs Allowed	Monument Horizontal		Monument Vertical	
	Maximum Sign Face Size (square feet)	Maximum Height (feet)	Maximum Sign Face Size (square feet)	Maximum Height (feet)
1.0 to 0.40 Acres One (1)	32	8	36	8
0.41 to 0.70 Acres One (1)	40	8	48	8
0.71 to 1.20 Acres One (1)	48	10	54	10
1.21 to 2.00 Acres One (1)	60	10	68	12
2.01 to 3.00 Acres Two (2) Allowed up to a maximum total of 120 square feet.	80	10	84	12
3.01 Acres or Above Three (3) Allowed up to a maximum total of 150 square feet.	100	12	100	14

- 3. Freestanding Sign Elements.** A freestanding sign may be composed of several elements. The elements are:
- a. Name of Development Name; a shopping center or unified grouping of business buildings; required on all freestanding signs of multi tenant building or buildings.
 - b. Building or Site Address; required on all freestanding signs within either the development name sign portion, the directory sign of a business, or within the required sign base of monument signs.
 - c. Directory sign identifying one or more businesses on the property; required on a single tenant building freestanding sign without a development name; optional with a freestanding sign for a multi tenant building or buildings.
 - d. Reader Board; optional on all freestanding signs.
- 4. Freestanding Sign Elements Proportions.** The maximum percentage of area of each element allowed on an installed freestanding sign per design option is presented on the following tables.

Freestanding Sign for a Single Tenant Property¹

Freestanding Sign Elements	Option A	Option B (signs up to total of 60 square feet)	Option C (signs over a total of 60 square feet)
One (1) Directory ²	100%	50%	67%
Reader Board ³	0%	50%	33%

¹Address must appear on at least one element of the sign, or within the sign base.

²If a development name appears with or without a business name in a directory sign, the percentages per option remain the same.

³If the maximum allowable percentage of the directory portion of a sign is not utilized, the reader board can not exceed the allowable percentage as presented in the chart within the installed sign.

Freestanding Sign for a Multi Tenant Building or Property¹

Freestanding Sign Elements	Option A	Option B	Option C	Option D
Development Name ²	100%	67%	20%	15%
Directory for One or More Businesses ³	0%	0%	80%	65%
Reader Board ³	0%	33%	0%	20%

¹Address must appear on at least one element of the sign, or within the sign base.

²A development name element shall be required on each freestanding sign for a multi tenant building or property. The development name element portion shall not be smaller in size than the percentage of installed sign as indicated within the chart.

³If one or more elements are not fully utilized to the maximum allowable percentage of installed sign area, then the directory and/or reader board elements can not exceed the allowable percentages as presented in the chart within the installed sign.

- 5. Freestanding Structure Signs May be Allowed.** A freestanding structure sign may be allowed through a Special Exception by the Plan Commission for any property over 2.01 acres in size abutting the Interstate 43 Right-of-Way with the following standards.

- a. A structure sign shall be constructed with the same width dimension at all points from base to highest point of the sign structure.

- b. The structure sign shall not exceed 24 feet in height from adjacent grade and the sign face area shall not exceed 100 square feet, although the Plan Commission may limit the height and size pursuant to the location and standards for approving a Special Exception. The Plan Commission may limit the overall sign of the structure supporting and surrounding the sign face. The sign face may be double faced.
 - c. The structure sign shall be constructed of durable materials and colors consistent with the building and other signs on the site, as approved by the Plan Commission.
 - d. The structure sign shall be included with the allowable number of freestanding signs and maximum area of signs on the property.
 - e. Copy on the sign face of the structure sign shall be limited to the development name of a multi tenant property or the name of the business on a single tenant property, with a logo or an accent symbol incorporated into the sign. No directory signs or reader boards are allowed.
 - f. See Section 64-34 for additional standards.
6. **Freestanding Monument Sign Overall Standards.** The following table presents the design standards for a freestanding monument horizontal, monument vertical and pole signs within the Non-Central Village Area.

Design Category	Monument Sign Horizontal or Vertical
Sign Face Size	Calculation of the maximum sign face size includes the outside perimeter of the entire sign structure, including spacers and gaps between sections of the sign, above the required sign base of 18 inches to two (2) feet. The maximum size defines only one side of a double faced sign.
Maximum Height	The maximum height is measured from adjacent grade to the highest point of the sign or sign structure, or from street grade for any sign on a grade that is below street grade level.
Sign Setback	A minimum 2 foot setback from the front property line to any part of the sign structure and a minimum 10 foot setback from other property lines to any part of the sign structure.
Sign Setback Criteria	Notwithstanding the minimum setback, entire sign structure shall be placed outside the required vision triangle of any intersecting streets, or outside of the 15 foot vision triangle of an intersecting street with a private driveway.
Sign Freestanding Separation	When multiple freestanding signs are allowed on a property, the freestanding signs shall be separated a minimum of 100 feet from any point of the sign structures, measured along the linear frontage of streets or streets.
Sign Base Design Criteria for non-wood signs	Masonry base is required with height a minimum of 18 inches to 2 feet above street grade when street grade lower than adjacent grade, or a minimum of 18 inches to 2 feet above adjacent grade when adjacent grade is equal to or higher than street grade. One-half of any part of the base extending beyond 2 feet above street grade
Continued from previous	

page	or adjacent grade, which ever is higher, shall be counted as the sign face area. The base shall wide and deep a minimum of the same dimensions of the attached sign, and may extend beyond the sign width and depth in any horizontal direction a maximum of 1.5 feet.
Sign Structure Design Criteria for non-wood signs	The sign shall be attached directly to the base without any gap. Side columns are optional, but are required to buffer view from electrical connections. If provided, side columns may range from 6 inches to 2 feet in width and depth, and shall be counted as part of required sign area. Sign columns shall be constructed of materials matching the sign base or consistent with the design and materials of the building the sign identifies.
Sign Base Design Criteria for a wood monument horizontal sign that may be externally lighted	Only a wood monument horizontal sign may be supported by end poles of similar wood material and color without a masonry base. The bottom of the sign face must be two (2) feet above grade. Maximum sign height shall be 8 feet. Two sign faces may be placed in a V-shape at no more than 90 degrees.
Sign Side Columns Criteria	Sign side columns are optional, but are required to buffer from view electrical connections. If provided, the side columns shall be a minimum of 6 inches and a maximum of 2 feet in width; shall be a material consistent with the sign base or building or buildings the sign advertises; and shall be counted as part of the sign square footage.
Sign Cap	Any part of the sign structure extending beyond the top of the sign face shall count as the sign square footage and required maximum sign height.
Sign Dimensions Proportionate for all parts of sign structure that counts toward the maximum sign area; including any base over 2 feet high, the sign face, any side columns, and any sign cap	For horizontal: Must be square or with a height dimension less than width dimension, but not less than 25 % of width dimension. For vertical: Must have a height dimension at least 20% more than width dimension.
Directory Signs Allowed	A freestanding monument sign on a multi tenant property may advertise one or more businesses located on the property.
Directory Signs Standards	When a directory monument sign is provided, the name of the center or office complex shall be provided on at least 15% of the sign face. All individual business signs within a directory sign shall be proportionate to each other in terms of height and width.
Sign Copy	The copy of a development name element portion of a sign shall be limited to a name and a maximum of 50% of the sign face may be a logo associated with the development name. The copy of any directory sign shall be limited to the business name with services provided by the business, and a maximum of 50% of the sign face may be one logo or accent symbol. Display such as individual products sold or contact information is

	prohibited anywhere on the sign. All sign copy shall be displayed horizontally.
Address Display Required	A freestanding sign copy must include the building address numbers or range of building address numbers horizontally displayed in a visible location. Inclusion of the street name as part of the address is optional. The address may be located on the sign base.
Reader Board	Please see Section 64-19 (J) for reader board standards.
Letter and Number Height	Sign letters and address numbers shall be a minimum of 4 inches on all sign copy, including on reader/message board, except for display of per gallon price with a motor fuel dispensing business.

M. Non-Central Village Area Freestanding Motor Fuel Dispensing Station Sign Size Standards.

When a motor fuel dispensing business is located on a property within the Non-Central Village Area, the business may install a freestanding sign with additional size in accordance with the standards listed below to comply with State of Wisconsin Statutes requiring adequate display of fuel price per gallon, and with approval of the Plan Commission. Only one freestanding sign may be larger as a motor fuel dispensing sign, if multiple signs are allowed and installed on the property. However, if multiple signs are allowed on a property the motor fuel dispensing business may advertise on all freestanding signs. A freestanding sign for motor fuel dispensing shall continue to comply with the total number of freestanding signs allowed per property size and sign height per sign type as presented in Section 64-19 (G).

9. The sign shall have a maximum height of 20 feet to the top of the sign structure.
10. All sign faces shall not exceed 100 square feet, or as allowed within Section 64-18 (G)(2) for the size of the property on which the sign is located. The Plan Commission may allow up to 100 square feet above the property size allowance if the Plan Commission finds a larger sign is necessary to visible at a greater distance.
11. The components of the sign shall not exceed the following as a percentage of the overall sign area:
 - a. 40% for the business name and logo.
 - b. 25% for the gasoline prices
 - c. 25% for the reader board.
 - d. 10% for miscellaneous signage or area between signs.
12. The sign shall be constructed of a solid masonry base to the bottom of the sign box.
13. All parts of the sign shall have the same width dimension.
14. The gas prices are not counted toward the maximum amount of reader board area.
15. Sign shall not be located within a vision corner.
16. If a motor vehicle fueling station in the Central Village utilizes a freestanding pole sign, then the freestanding pole sign shall conform to the sign size and height requirements of Section 64-18 (G), and the allowance for a larger sign size of this section is not allowed.

N. Non-Central Village Area Motor Fuel Dispensing Stations Canopy Signs. A motor fuel dispensing station may have one sign with the business name and/or logo on each

side of the canopy that is located over the fuel dispensing pumps; however if so utilized then the motor fuel dispensing station shall not be allowed a larger freestanding sign as allowed in Section 64-18 (H), and any freestanding sign shall be either a horizontal monument or vertical monument sign. Canopy signs shall adhere to the following standards:

1. Canopy signs shall be limited to one (1) per canopy edge that may include the business name and/or logo. No other signage or wording is allowed on each canopy edge. The business name or logo may appear together as a wall sign system or individually; however each business name and logo appearing together on the same canopy edge shall not be any further apart than three (3) feet, edge to edge.
2. There is not any maximum limit on the size of each one sign on a side of the canopy; however, the each sign shall be limited to the business name and/or logo that may be in the colors of a corporation and there shall be no other wording or logos allowed, or.
3. Each sign shall be limited to the business name and/or logo that may be in the colors of a corporation and there shall be no other wording or logos allowed, and repeat of the same sign is not allowed.
4. All canopy signs shall be permanent. No temporary signs shall be allowed on the canopy.

J. Non-Central Village Area Freestanding Reader Board Standards. The following presents standards for reader boards allowed on freestanding signs within the Non-Central Village Area. The following standards shall apply to wall signs, projecting signs and roof signs within the Non-Central Village Area if approved by the Plan Commission as a Special Exception. Reader boards can also be known as and referred to as changeable copy signs, message boards, time and temperature signs or electronic message centers.

4. **Reader Board Changeable Copy.** A reader board is any portion of a freestanding sign that has sign copy that is not permanent and can be changed manually with hand written copy, individual letters, plastic or plexiglass covering, or similar materials; or changed electronically whether by hard wire or remote, and changes copy more than once in a six (6) month period.
5. **Reader Board Sign Area.** The calculation of sign area for reader board signs shall be integrated into the permanent sign elements of the freestanding sign, and shall be included as a percentage of the total permitted sign area as specified in this Section 64-19. Measurement of the reader board sign area shall be calculated by the outside perimeter of the reader board, including the outside frame of the reader board of the sign and one-half of any gaps between the reader board and adjacent freestanding sign element. The reader board may be double faced.
6. **Reader Board Specific Standards.** Where reader boards are allowed, the following specific standards apply to all reader boards, subject to further restrictions as may be imposed by the Plan Commission regarding particular applications.
 - a. Reader boards may be internally or externally illuminated.
 - b. Each reader board shall be permanently installed.
 - c. Each reader board shall be placed in such a manner so as to not interfere with, confuse or present any hazard to traffic.
 - d. The reader board must occupy a secondary position to the development name sign or directory signs, whichever applies.
 - e. The reader board shall be properly maintained at all times.
4. **Reader Board Copy.** Reader Board copy shall adhere to the following standards.

- a. Cyclical copy on an illuminated reader board sign may change at a rate of not greater than once every one (1) minute. Time and temperature may update every 10 seconds
 - b. Reader board letter sizes shall be a minimum of four (4) inches to a maximum of twelve (12) inches in height. Letter heights within this stated range may be based on ability of the message to be easily seen and read from street view pursuant to speed of traffic and sign distance from the lanes of traffic, while the not interfering with or confusing traffic.
 - c. Sign copy may include advertisement of individual business names with contact information, range of services provided or products sold on the premises, individual products offered on special or sale on the premises with price, special events or attractions on the premises, or seasonal greetings.
 - d. Sign copy shall not include any message pertaining to off-premises or off-site businesses, sales or products; political messages or events; except community wide special events or messages may be advertised; for example congratulating a local academic or athletic achievement or reminder of a semi-annual time change.
 - e. Sign copy may include a logo pertaining to a business on the premises or product sold on the premises, at not more than 25% of the reader board area.
 - f. Sign copy shall be readable and timely at all times and presented horizontally.
- 5. Electronic Message Centers.** In addition to prior stated standards for reader boards within this Section 64-19 (J), electronic message centers shall adhere to the following standards.
- a. Electronic message centers shall not be installed in combination with any other design or form of a reader board.
 - b. Electronic message centers shall not exceed a brightness level than the amount of lumens generated by building lights, other signs, and parking lot lights on the property the sign is located, or lumens generated by adjacent properties or adjacent street lights. The Zoning Administrator shall order the sign owner to decrease the brightness level of the electronic message center is found to violate this paragraph.
 - c. Electronic message centers shall not be allowed to flash, present movement or the illusion of movement of any sign copy.
 - d. Electronic message centers shall not be located abutting residential, as defined.
 - e. Electronic message centers operation shall not interfere with any radio or any other communication transmissions.
 - f. Any electronic message centers as part of an off-premises sign, a billboard or any other sign prohibited pursuant to Section 64-13, shall be prohibited.
 - g. An electronic message center may require additional fees for zoning review and permit issuance.

Reserved Sections 64-20 to 64-30.

Article III. Administration and Permitting of Signs.

Section 64-31. Administration and Permitting of Signs.

The administration of all signs installed, erected or altered requiring a permit within the Village shall follow the process, procedures, rules and enforcement of Sections 64-32 through

64-39 and all other applicable sections of this Chapter 64. After approval by the Zoning Administrator or other authority listed below, a permit issued by the Building Inspector is required prior to any sign installation, placement or alteration within the Village, except for those sign types not requiring a permit identified in Section 64-14. Sign types not requiring a permit shall conform to the regulations and standards for such signs within this Chapter 64, enforceable by the Zoning Administrator. Each application for a sign permit or permits shall be reviewed for zoning compliance with this Chapter 64 and then approved by the following authority prior to issuance of permit.

- A. Temporary Sign or Signs Requiring Permit.** Any temporary sign requiring permit as listed in Section 64-15 shall be reviewed and approved by the Zoning Administrator.
- B. Permanent Sign or Signs.** Any permanent sign or signs shall be reviewed and approved by the following.
 - 1. Zoning Administrator for any signs on properties three (3) acres or less in size.
 - 2. The Plan Commission in the following instances:
 - a. Any signs on properties 3.01 acres or more in size or other signs requiring Plan Commission approval by this Chapter 64, with a recommendation from the Zoning Administrator.
 - b. Any signs on properties three (3) acres or less in size requested for review by any sign applicant or the Zoning Administrator.
 - c. Any signs that are part of a Site Plan or Architectural Plan review process and approval by the Plan Commission.
 - d. Any request for consideration of a Special Exception for signs.
 - 3. The Village Board if signs are part of a Planned Unit Development, with recommendation from the Plan Commission.
- C. Structural and/or Electrical Compliance for Temporary and Permanent Signs.** Any temporary signs requiring permit, and any permanent signs shall be reviewed prior to permit by the Building Inspector for compliance of proper and safe installation in accordance with current building code standards, and proper and safe electrical installation if internally or externally illuminated. Regardless of prior approval of any signs by another authority listed in this Section 64-31, the Building Inspector shall deny any sign permit that does not submit a plan or plans to ensure compliance of proper and safe installation in accordance with current building code standards or electrical code standards.

(New section for improved outline of Article III and to give an introduction to the administration section.)

Section 64-32. Responsibilities and Process of Sign Review and Approval of the Zoning Administrator, Plan Commission, Village Board and Building Inspector Authority and Process of Sign Review and Approval.

The responsibilities and process of sign review and approval shall be as follows.

- A. Zoning Administrator Action.** The Zoning Administrator shall accept all applications for sign permits and review the applications for zoning compliance in accordance with all applicable regulations and standards of this Chapter 64 and shall issue an opinion of compliance as listed below. Furthermore, the Zoning Administrator shall be responsible for all sign administration and enforcement as stated in this Chapter 64.

1. For any permanent sign permit application on a property 3.0 acres or less in size, the Zoning Administrator shall have the authority to approve, approve with conditions, or deny the application. An application approved or approved with conditions shall be forwarded to the Building Inspector for structural and/or electrical review. When an application is denied, the reasons for the denial shall be forwarded to the applicant.
 2. For any permanent sign permit application on a property 3.0 acres or less in size, after Zoning Administrator determination of approval, approval with conditions, or denial, the applicant may request Plan Commission review.
 3. For any permanent sign permit application on a property 3.0 acres or less in size, the Zoning Administrator may request review by the Plan Commission in matters where the sign or signs are integral to the building and/or development design, integral to the orderly development of the Village, or recommended for consideration of a Special Exception.
 4. For any temporary signs requiring a permit, the Zoning Administrator shall have the authority for approval, approval with conditions, or denial.
 5. When a sign permit application is forwarded to the Plan Commission or Village Board or any reason, the Zoning Administrator shall provide a recommendation.
- B. Plan Commission Action.** When Plan Commission sign application review is required or requested in accordance with the list below, the Plan Commission shall review the permit application for compliance with all applicable regulations and standards of this Chapter 64, and compliance with the Purpose and Intent of this Chapter 64 pursuant to Section 64-2. The Plan Commission may approve, approve with conditions or deny any sign application. Plan Commission action on any application for a sign permit shall be duly noted in meeting minutes and shall be considered final, except for signs included within approval of a Planned Unit Development by the Village Board. The Plan Commission may take separate action on each sign within an application for multiple signs. Any final action of the Plan Commission regarding signs may be appealed by any person to the Board of Zoning and Building Appeals as provided for in Chapter 100.
1. The Plan Commission shall review and take action on any permanent sign application on properties 3.01 acres or larger.
 2. An applicant for a sign permit may request Plan Commission reconsideration of any action of the Zoning Administrator. The request shall be made in writing to the Village Clerk.
 3. The Zoning Administrator may refer action of any application for a sign permit to the Plan Commission, as stated in Section 64-32 (A)(3).
 4. An applicant for a sign permit may request Plan Commission consideration for a Special Exception, in writing on forms provided by the Village.
 5. The Plan Commission may consider any application for a sign permit during consideration of Site Plan or Architectural Plan review of a building or development on which the sign or signs are proposed, if the proper plans for the sign or signs have been submitted in accordance with this Chapter 64.
 6. The Plan Commission may consider signs as part of a Planned Unit Development approval as provided for within Chapter 100 if the proper plans for the signs have been submitted in accordance with this Chapter 64. The Plan Commission shall forward a recommendation to the Village Board for any signs as part of a Planned Unit Development approval.
 7. The Zoning Administrator or potential sign permit applicant may request an advisory opinion from the Plan Commission for any sign review or special exception prior to

formal submittal of the application. The advisory opinion is only general discussion by the Plan Commission, and no vote is taken.

- C. Timeframe for Plan Commission Action.** All sign referrals for Plan Commission consideration shall be forwarded to the next scheduled Plan Commission meeting. Supporting documentation and plans for the signs shall be submitted to the Village Clerk not less than the fifth (5th) Village business day prior to the day of the Plan Commission meeting. A request for a Special Exception or a sign request included with another Plan Commission action shall adhere to the timeframe requirement as stated in Chapter 100.
- D. Village Board Action.** The Village Board shall approve, approve with conditions or deny any signs submitted as part of a Planned Unit Development after recommendation from the Plan Commission. The Village Board shall review any sign included with a Planned Unit Development application for compliance with all applicable regulations and standards of this Chapter 64, compliance with the Purpose and Intent of this Chapter 64 pursuant to Section 64-2, and compliance with the criteria for approval of a Planned Unit Development pursuant to Chapter 100. Village Board action on any application for a sign permit shall be duly noted in meeting minutes and shall be considered final. The Village Board may take separate action on each sign within an application for multiple signs.
- E. Resubmitted Sign Applications.** Any signs denied by the Plan Commission or Village Board shall not be resubmitted for consideration within six (6) months of the date of action to deny, unless in the opinion of the Zoning Administrator the sign application has been significantly modified to conform to the applicable regulations and standards of this Chapter 64 and the Purpose and Intent statement of Section 64-2.
- F. Professional Assistance.** At any time during the review process of a sign permit application, the Zoning Administrator, Plan Commission or Village Board may request the assistance of the Village Planner, Village Engineer, Village Attorney or other professional for review and recommendation of the application. The fees for professional assistance shall be the responsibility of the applicant, as required by Village Municipal Code.

(New section to describe the new review process for signs on properties under and over 3 acres, with rewording of the approval process of former Section 100-506.)

Section 64-33. Sign Permit Submittal Requirements.

Each application for sign permits shall adhere to the following requirements.

- A. Application Eligibility.** An application for a sign permit shall include an application for zoning review and a building permit application.
 1. The zoning review application form furnished by the Village shall be fully completed and submitted to the Zoning Administrator, and shall be signed by the owner of the property on which the sign or signs are to be located or the owner of the business or organization owning the sign or signs, and a representative of the company installing the sign or signs, if different from owner. The signature or signatures on the application form shall indicate agreement to the terms of this Chapter 64.
 2. A fully completed building permit application form shall be submitted with the zoning review application and shall be signed by the sign contractor or the person responsible for installing the sign.
 3. If the owner of property on which the sign or signs are to be located does not sign the application form, the owner of the property or a representative of the owner, such as a

management company, shall submit a letter indicating concurrence with submittal of the application for sign permit.

B. Procedure. All applications for sign permits shall be filed with the Zoning Administrator. Each application for sign permit shall adhere to the review and approval process outlined in Sections 64-31 and 64-32 for the particular sign type.

C. Submittal Requirements. Applications for sign permits shall be accompanied by the following information.

1. Name, address, telephone number and any other contact information for the owner of the premises or owner representative, owner of the sign, and a representative of the company installing the proposed sign or signs.
2. All review fees as required by the Village.
3. Location of the building, structure or site to which or upon which the sign or signs are to be attached or erected.
4. For each sign requiring a permit, three (3) copies of specifications, plans, color renderings or other color pictures shall be submitted. If the application is forwarded to the Plan Commission and/or Village Board for review, additional copies of the submission may be required, with the additional number of submissions set by the Zoning Administrator. The Zoning Administrator may waive the additional submittal of any of the requirements for applications forwarded to the Plan Commission and/or Village Board as such that involve building and electrical code information. All submissions shall detail the following.
 - a. The dimensions of the sign or signs.
 - b. The method of construction, attachment and support.
 - c. The location of the proposed sign or signs and the location of any building or buildings on the premises on which the sign or signs are attached.
 - d. The materials to be used for the sign or signs.
 - e. The type of illumination of the signs or signs, if any. If illuminated, the electrical connection plans shall be submitted.
 - f. Plans for supports for any sign subject to excessive stress as determined by the Building Inspector shall be accompanied by structural computations.
 - g. Sufficient data shall be submitted showing support surface and other members of a building to which the sign is to be attached are in good condition and are adequate to support the proposed sign.
5. Copies of any other permit required and issued for any sign, including, in the case of illuminated signs, the written approval by the electrical inspector who shall examine the plans and specifications, and review of wiring and connections to determine if the same complies with applicable electrical codes.
6. For multitenant buildings or properties, an application for a sign or signs shall include a copy of the current overall master sign plan for the property, prepared and approved in accordance with the provisions of Section 64-18. All signs shall follow the overall master sign plan for the property.
7. Additional information as may be required by the Building Inspector, Design Review Committee, Plan Commission or Village Board shall be submitted upon request.

D. Permit Fees Shall be Submitted.

1. In conjunction with the filing of any application for a sign permit or permits, the applicant shall tender a review fee in accordance with the fee schedule approved by the Village Board. This fee shall be in addition to any building permit and/or electrical permit fee.

2. The applicant for a sign permit or permits shall be responsible for any consultant fee for assisting the Village to review the application.
3. When a sign permit is issued, the applicant shall tender a building permit fee and electrical permit fee, if necessary, in accordance with the fee schedule approved by the Village Board.
4. In cases where work is begun before a permit required by this Article VII has been obtained, the permit fee shall be doubled. The payment of such doubled fee shall not relieve any person or persons from complying fully with the regulation and standard requirements, review and approval process of this Article VII or from any penalties prescribed herein.

E. Building Permit. Upon successful review and approval of any application for sign permit or permits in accordance to Sections 64-31 and 64-32, the Building Inspector is authorized to issue the building and electrical, if needed, permits for sign installation. All other applicable requirements of state and municipal codes shall be adhered to in the granting of a permit or permits for sign installation.

(Formerly Section 100-506, revised to coordinate with 64-31 and 64-32 to not repeat information, but most of the wording remains the same.)

Section 64-34. Special Exceptions Granted by the Plan Commission.

A. Purpose. Special exceptions for signage are intended to allow flexibility in sign regulations while fulfilling the purpose and intent, and regulations and standards of this Chapter 64. Nothing in this section; however, is intended to permit the erection or maintenance of a sign which compromise the public safety, health and welfare or which is in conflict with the Village's Comprehensive Plan or relevant portions thereof, or is in conflict with the master sign plan on record for a multitenant property. Nothing in this section shall prevent an owner from requesting that the master sign plan on record be amended.

B. Eligibility Determination and Limits. The Plan Commission shall review requests for special exceptions and shall only grant a special exception when the applicant demonstrates that unusual site factors preclude the construction of a sign in accordance with this Chapter 64. If granted, the Plan Commission may place limitations, restrictions and conditions upon the approval. Special exceptions may be granted only to the following specified limits.

- a. The allowance of sign height and or sign size to exceed maximum standards that accommodates visibility needs with a limitation of any special exception shall not exceed 20 percent of maximum sign height or 20 percent of maximum area allowed for all signs.
- b. The allowance of one (1) freestanding structure sign on any property abutting the Interstate 43 right-of-way over 2.01 acres in size when the amount and location of wall signs and freestanding signs allowed on the property are not able to be visible from the lane of traffic on I-43 because of special factors of sign location, building location, topography, and similar factors. Please see Section 64-19 (G)(5) for additional standards. The Plan Commission may set limits on the height and size of the structure size pursuant to the extent of site conditions that allows sign visibility.
- c. The allowance of additional freestanding monument signs on large properties over ten (10) acres in size with multiple right-of-way access points and an excessive right-of-way to property size ratio not typical in the Village.

- d. The allowance of multiple wall signs for a tenant within a multi tenant building on a property over 3.0 acres within the Central Village, or over 2.0 acres within the Non-Central Village Area, when the size and conditions of the tenant is similar to that of a single tenant building that is allowed multiple wall signs.
- e. The allowance of a reduction of up to 50 percent of the required freestanding sign setback measured to the furthest projection of the sign, but not within three (3) feet of any lane of traffic. In the case of a sign setback from a state highway, the special exception shall be approved only after receipt of written approval from the Wisconsin Department of Transportation.
- f. The allowance of a property owner to request to be placed in the next largest sign size category per acres of property, when the size of the property is within 10% of the next largest sign size category, and the property is within and area or adjacent to properties within the next largest sign category.
- g. The allowance of a sign to project over a public right-of-way when the sign is attached to an existing building that is abutting or near a public right-of-way, but not over a lane of traffic. If the sign projects over a state or county highway, written approval for the projection from the proper state or county authority is needed prior to special exception approval. If approved, the property owner and the sign owner, if different from property owner, shall sign a License Agreement that indemnifies the Village, and the County or State if necessary, of any and all liability and maintenance responsibility resulting from the location of the sign. The License Agreement shall be approved by the Village Board prior to any permit.
- h. The allowance of a reader board to be included with a wall sign system if the property does not have the opportunity to locate a freestanding sign. The Plan Commission may limit the size and type of reader board.

C. Procedure. The following shall be the procedure for a special exception application.

1. Any applicant who desires a special exception from any provision as listed in Section 64-34 (B) shall request a public hearing before the Plan Commission. The applicant shall submit a written request for a hearing to the Village Clerk with the appropriate fee as posted in the office of the Village Clerk and all necessary information as requested by the Village Clerk. The request shall be scheduled for hearing with Class 2 notice within timeframes for scheduling a hearing as established by the Village Clerk and Wisconsin Statutes for Class 2 notice.
2. If the Plan Commission finds the special exception should be granted, the Plan Commission shall specifically list in writing the finding of facts to justify the granting of the special exception. The decision shall be forwarded to the Building Inspector with directions to issue a permit in accordance with the decision; subject to the application for sign permit conforming to all other applicable regulations and standards of this Chapter 64 for issuance of a permit.
3. If the Plan Commission finds that a special exception shall not be made, the Plan Commission shall specifically list in writing the finding of facts for denial of the special exception, with the Village Clerk forwarding the decision with the finding of facts to the applicant within ten (10) Village business days of the decision.
4. The decision of the Plan Commission shall be final.

(Formerly Section 100-507, with approval changed from Zoning Board to Plan Commission, with additional Special Exception categories that are available to property owners .)

Section 64-35. Construction Requirements.

In addition to other applicable requirements and standards of this Chapter 64, Municipal Code and State Statutes, all signs shall be constructed in accordance to the following requirements.

- A.** All signs and other advertising structures shall be designed and constructed to withstand a wind pressure of not less than 80 pounds per square foot of area.
- B.** All signs shall be constructed to receive dead loads as required in the building code and other ordinances of the Village.
- C.** The temporary occupancy of a private or public sidewalk, public street or right-of-way or other public property during construction, removal, repair, alteration or maintenance of any sign is permitted, provided the space occupied is secured and closed from public access by easily identifiable rope, fencing or other form of area separation from public access. The secure area identification shall be removed immediately upon completion of construction.
- D.** Supporting members or braces of all signs shall be constructed of masonry, galvanized iron, properly treated wood, steel, copper, brass or other noncorrosive incombustible material. All signs and sign supports shall be designed and constructed to withstand 80 mile per hour winds.
- E.** Fire Safety of Signs.
 - 1.** All signs and supporting members shall not be attached in any way to any fire escape, fire ladder, standpipe or any other fire safety device.
 - 2.** All signs shall not hinder ingress or egress through any door, doorway or window, nor hinder fire department access to any building or structure.

(Formerly Section 100-512, with some reorganization for improved outlining.)

Section 64-36. Lighting and Visibility.

Any internally or externally illuminated signs shall conform to the following.

- A.** Any illumination shall be installed to avoid glare or reflection onto adjacent property, or onto a public right-of-way or alley, so as not to create a nuisance or a traffic hazard as determined by the Building Inspector and/or the Police Department.
- B.** Any externally illuminated sign shall not have lighting that spills over or beyond the sign face.
- C.** Any internally illuminated sign, electronic sign or message board shall not have a lighting intensity exceeding the general lumens level and glare of other signs, building lights, parking lot lighting and street lights within the generally vicinity of the sign so as to create an unnecessary nuisance to drivers of vehicles or unnecessarily creating attention to it beyond the normal attention afforded to all signs in the Village.
- D.** Any sign abutting residential shall install devices to extinguish the lights between 10:00 P.M and 6:00 A.M., or shall reduce lumens to an acceptable level as determined by the Building Inspector.
- E.** Any sign shall be illuminated only by non-flashing lighting. Reader board type signs and time and temperature signs are regulated under Sections 64-18 (H) and 64-19 (H), and other applicable sections of this Chapter 64.
- F.** Any sign found to exceed the lighting and visibility standards of this Section 100-536 after installation by the Building Inspector or Police Department, shall be ordered to reduce the

lighting level to conform to this section. If sign owner fails to reduce the lighting level within 15 days of the order, the Building Inspector shall take steps to remove the sign.

(Formerly Section 100-513; with revisions to account for too bright electronic signs and add enforcement process.)

Section 64-37. Sign Location Requirements.

- A.** No sign other than sign types expressly exempted under Section 64-17 shall be erected, placed, located or maintained within the limit of any public street or highway. Public streets or highway limits include all dedicated right-of-ways encompassing the traveled portion of the streets or highway, the shoulders ditches and adjacent dedicated areas. This prohibition applies to freestanding signs and those placed on trees, utility poles, fence posts or stakes, and all other structures within the street or highway limits.
- 1.** Any sign in violation of this Section 64-37 may be removed by the Village or its agent without notice or compensation.
 - 2.** This prohibition shall not apply to signs placed within the limits of streets or highways by duly constituted municipal, county or state authorities for the guidance or warning of traffic.
- B.** No person or entity shall erect or cause to be erected any sign which projects over any public sidewalk, street, alley or public place, except for an approved special exception with a license agreement signed by the property owner and/or sign owner, with Village Board approval.
- C.** No sign shall be located to obstruct traffic visibility as required in Section 100-401.
(Formerly Section 100-514, with changes to add in potential special exception approval with a license agreement.)

Section 64-38. Sign Maintenance.

Each sign, including those specifically exempt from the permit requirements of Section 64-14, shall be maintained in good structural condition at all times. All signs shall be kept neatly painted, including all metal parts and supports that are not galvanized for of rust-resistant material. The Zoning Administrator or Building Inspector shall have the authority at any time to inspect and order the painting, repair, alteration or removal of a sign which constitutes a hazard to the safety, health or public welfare by reason of inadequate maintenance, dilapidation, obsolescence or change in local conditions, including a sign advertising a business or organization no longer located on the property. The Zoning Administrator or Building Inspector shall follow the procedure of notification concerning such maintenance or removal as outlined in Section 64-39, except for the immediate removal of certain signs as stated in this Chapter 64 for the protection of the public health, safety and welfare.

(Formerly Section 100-509, with wording to emphasize the removal of derelict signs or immediate removal of temporary signs in the right-of-way for example.)

Section 64-39. Ordered Removal of Signs.

The Building Inspector is authorized to order the removal of any illegal nonconforming sign as defined in this Chapter 64 and regulated in Section 64-5, and any legal nonconforming signs in accordance with Section 64-4. The following process shall be followed, except for the

immediate removal of certain signs as stated in this Chapter 64 for the protection of the public health, safety and welfare.

- A.** Before taking action to remove any illegal nonconforming sign, the Zoning Administrator shall provide a written compliance notice to the holders of the permit for the sign or, if no permit has been issued to the owner or owners of the premises on which such sign is located and to the owner or owners of the premises to which such sign pertains, if known. The notice shall state the reasons and grounds for removal, specifying the deficiencies or defeats in such sign and the violations charged, if any. Such notice shall specify what repairs, if any, will make the sign conform to the requirements of this article and specify that the sign must be removed or made to conform to the provisions of this article within the compliance period provided for in this Section 64-39. Service of notice shall be made to the parties specified above as follows.
 - 1. By personal deliver of the notice to the owner or owners of the property on which the sign is located and the owner or owners of the sign, if known, or
 - 2. By sending the notice by certified mail to the owner or owners of the property and the owner or owners of the sign, if known, at their last known address or addresses.
- B.** The owner of the property on which the sign is located may appeal the decision of the Zoning Administrator's order to remove the sign to the Board of Zoning and Building Appeals. This appeal must be filed within 15 days from the date when the notice was served to the property owner. The Board of Zoning and Building Appeals shall consider this appeal at its next regularly scheduled meeting subject to established agenda length limits. The decision of the Board is final.
- C.** Compliance periods for removal of signs are as follows.
 - 1. The compliance period for the removal of temporary signs regulated under Section 64-14 and Section 64-15 shall be 48 hours.
 - 2. The compliance period for the removal of prohibited signs listed under Section 64-13 shall be 48 hours.
 - 3. The compliance period for permanent signs shall be 30 days, from the date when the notice was served, or seven (7) days from the date of the Board of Zoning and Building Appeals decision if an appeal has been filed, whichever is greater.
 - 4. The compliance period for legal nonconforming or illegal nonconforming signs shall be 30 days from the date when the notice was served, or seven (7) days from the date of the Board of Zoning and Building Appeals decision if an appeal has been filed with a filing fee, whichever is greater.
- D.** Re-installation or re-erection of any sign or any substantially similar sign that remains illegal on the same premises after a compliance notice has been issued shall be deemed a continuance of the original violation.
- E.** If the holders of the permit or the owner or owners of the premises upon which the sign is located have not demonstrated to the satisfaction of the Zoning Administrator or Building Inspector that the sign has been removed or corrected to be in compliance with all applicable provisions of this Chapter 64 by the end of the compliance period, the Police Department at the direction of the Zoning Administrator or Building Inspector shall issue municipal citations to the owner of the premises.
- F.** The Zoning Administrator or Building Inspector is authorized to cause removal of any sign adjudged to be illegal by a municipal or circuit court if the court so orders. The actual cost and expense of any such removal shall be borne by the holder of the permit, or if no permit had been issued, by the owner of the premises on which the sign is located. All such

parties shall be jointly and severally liable for such cost and expense and subject to the penalties provided by the provisions of Chapter 100.

- G.** Violators shall be subject to punitive action. Each act or violation shall be subject to forfeiture as provide for in the Municipal Code. Each day constitutes a separate violation.
(Formerly Section 100-510, with some revisions for consistency.)

Section 64-40. Amendments to Chapter 64.

Amendments to this Chapter 64 may be initiated by a citizen or property owner of the Village of Mukwonago upon petition to the Village Board, by the Village Board, by the Plan Commission, or by the Village Clerk, Building Inspector or Zoning Administrator.

- A.** A citizen or property owner petition for amendment may be accepted by the Village Board at the discretion of the Village Board.
- B.** Any proposed amendment shall be reviewed by the Plan Commission. The Plan Commission may consider public comment and shall forward a recommendation regarding the proposed amendment to the Village Board.
- C.** The Village Board at its discretion may hold a public hearing gain public input prior to consideration of an amendment; however a public hearing is not required. If a public hearing is held, a Class 2 notice is required.
- D.** The Village Board shall either approve, approve with changes, deny or refer to the Plan Commission for additional review or information, an ordinance that clearly states the amendment.

(New section to put into place an amendment process sign this proposed sign code is no longer part of the Zoning Ordinance.)