

Table 3.1 Sign Type Definitions


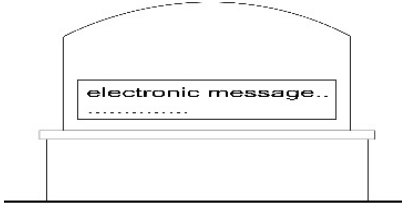
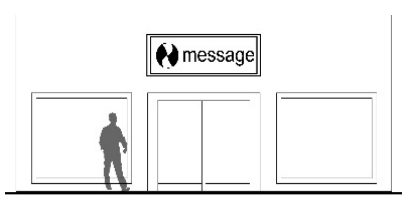
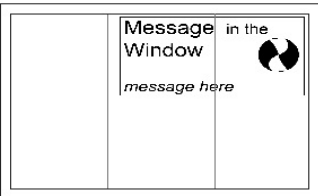

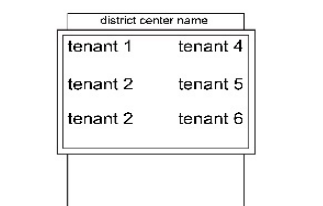
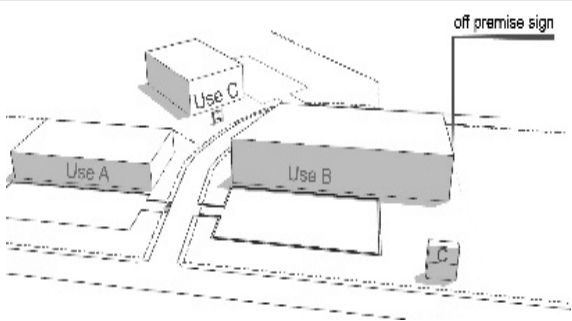
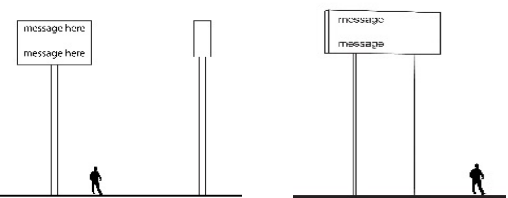
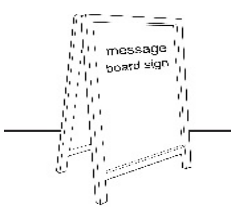
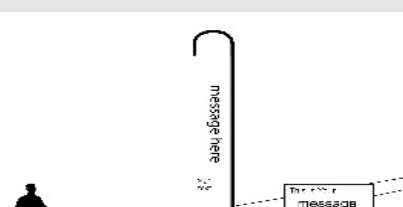
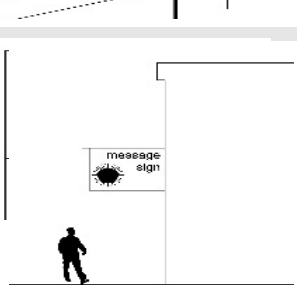
Sign Type	Illustration	Definition
Awning sign		<p>a sign consisting of a written message or logo located on the exterior of fabric or ridged material that is attached to a building.</p>
Electronic message sign		<p>a sign with a changing text message that is displayed using lights manipulated through digital input, "digital ink" or any other method or technology.</p>
Wall sign		<p>a single faced sign attached to or erected against an exterior wall of a building with the face in a parallel plane to the plane of the building wall.</p>
Window sign		<p>a sign placed inside a building in a display window to convey information to people located to the outside of building, either through lighting, lettering or placard .</p>
Monument sign		<p>a sign which is architecturally designed, set directly at grade and the base width dimension is equal to or greater than the overall height of the sign.</p>
Multi-tenant sign		<p>a group of commercial retail establishments with a designed occupancy of four or more tenants with shared parking and visual appearance as a contiguous structure which may or may not be planned, constructed or managed as a total entity.</p>
Off Premises sign		<p>any sign that is located outdoors and that advertises a product, business, service, event, or any other matter that is not available, or does not take place, on the same premises as the sign.</p>
Pole or Pylon sign		<p>a sign supported by a post or posts so that the sign and supports are finished to grade.</p>
Sandwich Board sign		<p>a double sided, free standing ground sign consisting of ridged material, open at the bottom and hinged at the top</p>
Temporary sign		<p>a sign which is designed or intended to be displayed for a short period of time and is not permanently installed. This includes items such as banners, flags of other than a political jurisdiction, sandwich or curb signs.</p>
Projecting sign		<p>a sign attached to the wall of a building that projects outward (typically at a perpendicular angle) from the building face</p>

Table 3.2 Signs Permitted by District

Sign Type	Districts						
	Village Center District (1)	Civic District (2)	Wanick Park, C-1 District (3)	C2, C3 Zoning Districts	Residential Zoning Districts	Agricultural Zoning District	Industrial Zoning Ditsriacts
Awning sign	A	A	A	A	P	P	P
Electronic message sign	A	A	A	A	P	P	A
Wall sign	A	A	A	A	P	P	P
Window sign	A	A	A	A	P	P	P
Monument sign	A	A	A	A	A	P	A
Multi-tenant sign	A	A	A	A	P	P	A
Off Premises sign	P	P	A	P	P	P	P
Pole or Pylon sign	P	A	A	P	P	P	P
Portable sign	P	P	P	P	P	P	P
Sandwich Board sign	A	A	A	A	P	P	P
Temporary sign	A	A	A	A	P	A	A
Projecting sign	A	A	A	P	P	P	P

A = Allowed
P = Prohibited

Table 3.3 Sign Parameters for Signs Allowed in All Districts, Not Requiring a Permit or Fee

Sign Type	Characteristics	Parameters			Materials	Illumination	Set Back* or Location
		Sign Size*	Text & Graphic Area*	Text Height*			
Flags and Emblems	Shall be displayed on a pole set at surrounding grade, up to 25 feet in height.	24 square feet, for a single side.	24 square feet, for a single side	2 feet	Fabric	Per State and Federal Requirements for US and Wisconsin flags	Front Yard only: 10 feet
Nameplate Sign	Shall identify street address and or occupant, bussiness establishment.	2 square feet.	2 square feet.	10 inches	Wood, metal, glass	Externally or non-illuminated	Attached to a wall, door or set within a window.
Traffic Control and Informational Signs	Shall be permitted within the Public Right of Way.	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Per Federal, State and County standards.	Not Applicable
Home Occupation	1, 2-sided sign per residential zoning lot	8 square feet for a single side.	8 square feet for a single side.	1 foot	Wood or metal	Non-illuminated	Front Yard: 1 feet
Directional Signs	Those that read "enter," "exit," "shipping," and "receiving"	6 square feet in size; maximum height 4 feet	Logos may be on sign, not exceed 1 square foot	1 foot	Wood, metal	Non-illuminated	Front/Side Yard: 3 feet
Residential Security System Signs	One sign is permitted per driveway connection to a public right-of-way or where one private driveway converges into another	1 square foot	1 square foot	6 inches	Plastic, metal	Non-illuminated	Front Yard: 1 foot
Yard Signs	One sign is permitted per lot within the front yard area	8 square feet for a single side.	8 square feet for a single side.	1 foot	Wood, plastic or metal	Non-illuminated	Front Yard: 1 feet
Temporary Directional Signs within Construction Zones	At point of barricade or detour; not placed in travel portion of road and without blocking vision or operation of vehicles	6 square feet for a single side.	6 square feet for a single side.	1 foot	Wood, plastic metal	Non-illuminated	Not applicable

* All size and dimensional information represents the maximum allowable distance and or area.

Table 3.4 Sign Type Parameters

Sign Type	Parameters							
	Characteristics	Sign Size*	Text and, or Graphic Area*	Text Height*	Materials	Illumination	Landscaping*	Set Back* or Location
Awning sign	Sign shall identify the establishment or business. Sign permitted on ground level awnings only. 1 sign per business or establishment in addition to window signs, 1 sandwich board and 1 wall, monument, pole/pylon or multitenant sign.	Not Applicable	Not to exceed 40% of the total sign area	1.5 feet (18 inches)	Solid, non-transparent, non-translucent fabric, metal, or glass	External	Not Applicable	15 feet height from ground level. Bottom of awning shall be a least 7 feet above adjacent ground level.
Electronic message sign	Signs permitted as a component of a monument, pole, pylon and multi tenant sign only, not as independent sign. Maximum one electronic message sign per business	Not applicable	Not to exceed 33% of the total sign area	1 foot (12 inches).	Metal, glass, plastic	Internal	Not Applicable	Not Applicable
Wall sign	Sign shall identify the establishment or business. 1 sign per individual business. May be individual letters or continuous integrated panel. 1 sign per business or establishment in addition to window signs, 1 sandwich board and 1 wall, monument, pole/pylon or multi-tenant sign.	1 square foot per each 2 lineal foot of building wall. May project out from wall face up to 1 foot.	Not to exceed 40% of the total sign area	1.5 feet. (18 inches)	Metal, glass, plastic.	Internal or external	Not Applicable	Up to 20 feet from adjacent ground level. Sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall. No part of a building wall sign shall extend above the roof line.
Window sign	1 sign per every other window up to 6 signs in addition to other allowable signs.	10 square feet per sign.	Not to exceed 40% of the total sign area	1 foot.	Neon tube, plastic, glass, paper	Internal, or non-illuminated	Not Applicable	Not Applicable
Monument sign	Sign shall identify the establishment or business or businesses. 1 sign per per 200 lineal feet of zoning lot frontage.	Wanick Park/C1 and Industrial Districts: 20 feet tall, 3 feet thick, 10 feet wide. Residential Districts: 6 feet tall, 3 feet thick, 10 feet wide.	Not to exceed 40% of the total sign area	1.5 feet, (18inches).	Brick, natural stone, metal, and or glass consistent with the architectural design of the representative establishment or business.		Set within an area of at least 100 square feet, planted with a combination of ornamental grasses, perennial flowers and, or shrubs.	Front, Side and Rear Yard: 10 feet; Not permitted in side or rear yard if abutting a residential use.
Multi-tenant sign	Sign shall identify the establishments or businesses located within the multi-tenant facility. Limit of one sign per multi-tenant facility and per 200 lineal feet of zoning lot frontage.	Wanick Park/C1 and Industrial Districts: 20 feet tall, 3 feet thick, 10 feet wide.	Not to exceed 40% of the total sign area	1.5 feet, (18inches).	Brick, natural stone, metal, and or glass consistent with the architectural design of the representative establishment or business.	Internal only	Set within an area of at least 100 square feet, planted with a combination of ornamental grasses, perennial flowers and, or shrubs.	Front, Side and Rear Yard: 10 feet; Not permitted in side or rear yard if abutting a residential use.
Off Premises sign	Includes monument, pole/ pylon, multi-tenant and electronic message signs types. Sign shall identify the establishment or business. 1 sign per business, establishment or multi-tenant facility.	Wanick Park/C1 and Industrial Districts: 20 feet tall, 3 feet thick, 10 feet wide.	Not to exceed 40% of the total sign area	1.5 feet, (18inches).	Brick, natural stone, metal, and or glass consistent with the architectural design of the representative establishment or business.	Internal only	Set within an area of at least 100 square feet, planted with a combination of ornamental grasses, perennial flowers and, or shrubs.	Front, Side and Rear Yard: 10 feet; Not permitted in side or rear yard if abutting a residential use.
Pole or Pylon sign	Sign shall identify the establishment or business. No more than 1 sign per 300 lineal feet of zoning lot frontage.	20 feet high. The base width dimension shall be a minimum of 15% up to and including 50% of the greatest width of the sign. 100 square feet each of 2 opposing sides, 3 feet thick.	Not to exceed 40% of the total sign area	1.5 feet, (18inches).	Post (s) shall be encased in a material consistent with the architectural design of the representative establishment or business.	Internal only	Set within an area of at least 100 square feet, planted with a combination of ornamental grasses, perennial flowers and, or shrubs.	Front, Side and Rear Yard: 10 feet; Not permitted in side or rear yard if abutting a residential use.
Sandwich Board sign	1 sign per business or establishment in addition to other permanently affixed signs. 2 sided configuration.	4 feet high, 2 feet wide, for total of 8 square feet per side.	Not to exceed 40% of the total sign area	1 foot.	Wood, metal, plastic.	Non-illuminated	Not Applicable	Locate on public or private walkway at least 1 foot from curb or street edge. At least 4 feet width of unobstructed, accessible walkway shall be provided if sign is located within in the public ROW.
Temporary sign	1 sign per zoning lot.	32 square feet, up to 8 feet high, two sided.	Not to exceed 40% of the total sign area	1 foot	Plastic, fabric, metal.	Non-illuminated	Not Applicable	Front Yard: 10 feet; Not permitted in side or rear yard if abutting a residential use.
Projecting sign	Sign shall identify the establishment or business. Sign may include sculptural objects and, or integrated sign panel. 1 sign per business or establishment in addition to window signs.	16 square feet each of two opposite faces, up to 1 feet thick. Projection from building face up to 4 feet.	Not to exceed 40% of the total sign area	1 foot	Metal, Glass, and or Wood. Plastic and fabric are prohibited	External or internal	Not Applicable	Locate at least 8 feet above adjacent grade. Such sign shall not be located within twenty (20) feet in any direction of another projecting sign on the same building wall.

* All size and dimensional information represents the maximum allowable distance and or area.

Number of signs identified in this table represent maximum allowed.