

## Article 6. Sign Standards

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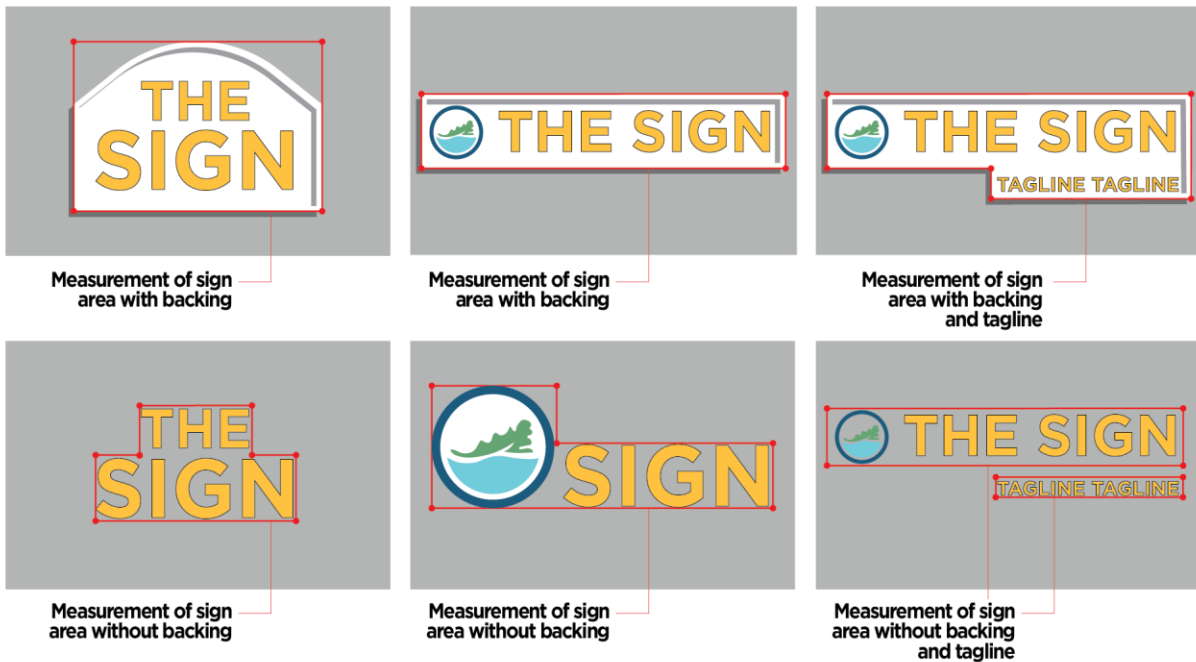
### Sec. 17.0601. Purpose, Compliance, and Applicability

- (a) **Purpose.** The intent of this Section is to provide for and regulate the location and safe construction of signs in a manner to ensure that signs are compatible with surrounding land uses, are well maintained, and express the identity of individual proprietors and the City as a whole. All sign permits, unless otherwise specified, shall be issued by the Building Commissioner or a designee after conferring with the Department of Community Development.
- (b) **Compliance.** No sign shall be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without conforming with the provisions of this Section.
- (c) **Applicability.** The provisions of this Section shall apply to all areas of the City. Areas of the City governed by a Planned Unit Development ordinance shall comply with the provisions of this Section for all items not addressed in the Planned Unit Development ordinance.

## Sec. 17.0602. Sign Measurement

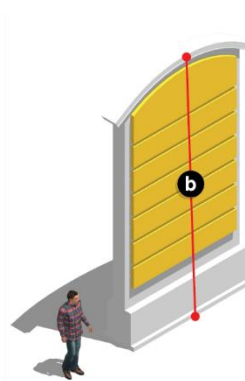
- (a) **Sign Area.** Unless otherwise defined, sign area shall be determined by the total area enclosed by a continuous perimeter along the edges of a sign, including any frame or border. The area of a sign composed of individually-affixed letters is determined by the total area of the smallest geometric shape enclosing the letters. A maximum of two geometric shapes may be utilized. The calculation for a double-faced sign shall be the area of one face only.

Figure 6.1: Sign Area Measurement



- (b) **Sign Height.** Maximum or minimum sign height shall be measured from the ground surface adjacent to the center of the bottom of the structure supporting the sign to the top of the sign structure.

Figure 6.2: Sign Height Measurement



## Sec. 17.0603. Permitted Sign Types

(a) The following key is to be used in the interpretation of Table 17.0603 below.

- (1) **Permitted Sign Types.** Sign types marked as “P” in the table shall be permitted in the respective zoning district subject to all applicable regulations of this Ordinance.
- (2) **Prohibited Sign Types.** A blank space in the table indicates that sign type is not allowed in the respective zoning district.
- (3) **Permanent and Temporary Signs Requiring a Permit.** Sign types requiring a permit shall be permitted only after the issuance of a Permanent or Temporary Sign Permit as detailed in Section 17.0803 of this Ordinance.

<b>Table 17.0603: Permitted Sign Types by District</b>											
<b>Sign Type</b>	<b>Residential Districts</b>	<b>A-1<sup>1</sup></b>	<b>DTS</b>	<b>B-2</b>	<b>B-3</b>	<b>B-4</b>	<b>B-6</b>	<b>Lm-1</b>	<b>M-1</b>	<b>I-1</b>	<b>P-1</b>
<i>Permanent Signs Requiring a Permit</i>											
Wall Sign	P <sup>1</sup>	P	P	P	P	P	P	P	P	P	P
Single-Tenant Monument Sign	P <sup>1, 2</sup>	P	P	P	P	P	P	P	P	P	P
Multi-Tenant Monument Sign			P	P	P	P	P	P	P	P	P
Awning or Canopy Sign		P	P	P	P	P	P			P	P
Projecting Sign		P	P	P		P	P			P	P
On-Site Traffic Directional Sign	P <sup>1</sup>	P	P	P	P	P	P	P	P	P	P
<i>Temporary Signs Requiring a Permit</i>											
Wall Mounted Banner Sign	P <sup>1</sup>	P	P	P	P	P	P	P	P	P	P
Ground Mounted Banner Sign	P <sup>1</sup>				P	P	P	P	P	P	P
<i>Temporary Signs not Requiring a Permit</i>											
Sidewalk Sign		P	P	P	P	P	P			P	P
Window Sign	P <sup>1</sup>	P	P	P	P	P	P	P	P	P	P
Yard Sign	P	P	P	P	P	P	P	P	P	P	P
<b>Notes</b>											
1. Sign shall be permitted for nonresidential and multifamily uses only.											
2. Sign shall be permitted at entryways or gateways to subdivisions or residential neighborhoods on private property within easements where maintenance is the responsibility of a homeowner's association.											

## Sec. 17.0604. Standards for Permanent Signs Requiring a Permit

### (a) Wall Signs.

#### (1) Sign Area.

1. The maximum permitted sign area of wall signs in any residential district or the A-1, DTS, B-2, B-3, Lm-1, and P-1 Districts shall not exceed five (5) percent of the face of the wall on which the sign is to be located or thirty (30) square feet, whichever is more.
2. The maximum permitted sign area of wall signs in the B-4, B-6, M-1, and I-1 Districts shall not exceed ten (10) percent of the face of the wall on which the sign is to be located or thirty (30) square feet, whichever is more.
3. In no instance shall a wall sign in any district exceed four-hundred (400) square feet unless approved as a part of a Master Sign Plan or Planned Unit Development.

(2) **Height.** Height. No wall sign shall protrude above the highest roofline or the top of the parapet wall or mansard roof.

(3) **Projection.** A wall sign shall not extend more than twelve (12) inches from the wall of the building or structure to which it is attached and shall maintain a minimum vertical clearance of ten (10) feet.

#### (4) Number of Signs, Single-Tenant Building.

1. A maximum of one (1) primary wall sign shall be permitted per lot frontage of a single-tenant building.
2. A maximum of three (3) secondary wall signs may be authorized for buildings with lineal frontage in excess of seventy-five (75) feet by the Community Development Director or their designee provided such additional signage is:
  - a. In keeping with the overall design and architecture of the building;
  - b. A minimum of twenty (20) feet from the primary wall sign and other secondary wall signs;
  - c. A maximum of fifty (50) percent of the size of the primary wall sign;
  - d. Accessory to the building's primary wall sign; and
  - e. The total area of all primary and secondary wall signs does not exceed the maximum wall sign area as established in Section 17.0604(a)(1).

(5) **Number of Signs, Multi-Tenant Building.** Wall signs for multi-tenant buildings shall be approved as a Planned Sign Program as detailed in Section 17.0609.

(6) **Sign Copy.** All sign copy featured on wall signs shall either be individually affixed letters, appear to be individually affixed letters, or be printed, etched, or otherwise incorporated directly on the sign's backing plate. Box signs shall be prohibited.

(7) **Other Provisions.**

1. No wall sign shall cover any architectural features (architectural features shall include but not be limited to, pediment, cornice, belt course, pier, windows, pilaster, roof, decorative stone or inlay, kick plate/bulkhead, raised or colored brick pattern, and corbel) of the building to which it is affixed.
2. All buildings may display one (1) additional wall sign per tenant oriented towards the main parking area of the development and not oriented towards a street.
3. No wall sign shall be affixed to HVAC screening, elevator overrun, or other features protruding from the roof of the structure.

Figure 6.3: Wall Sign Standards

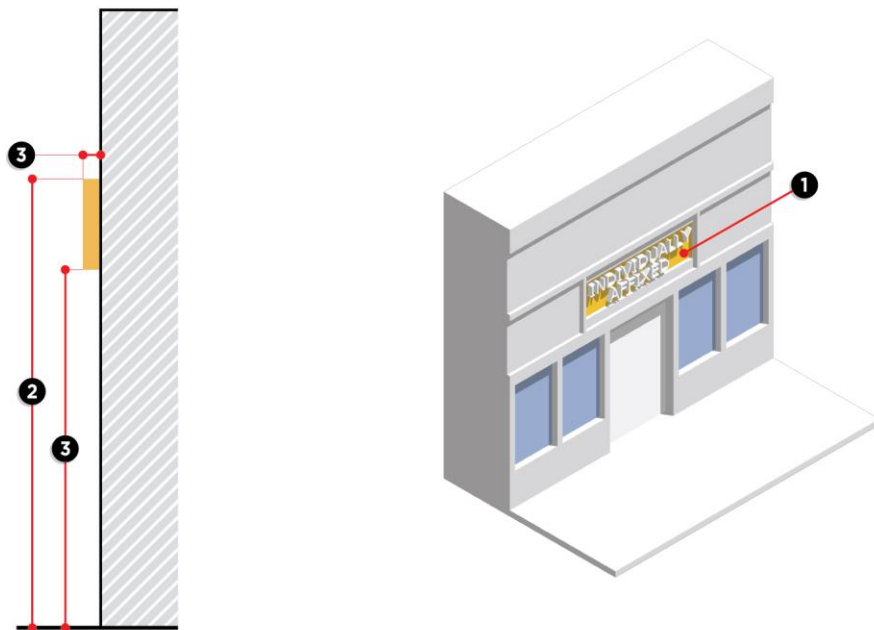
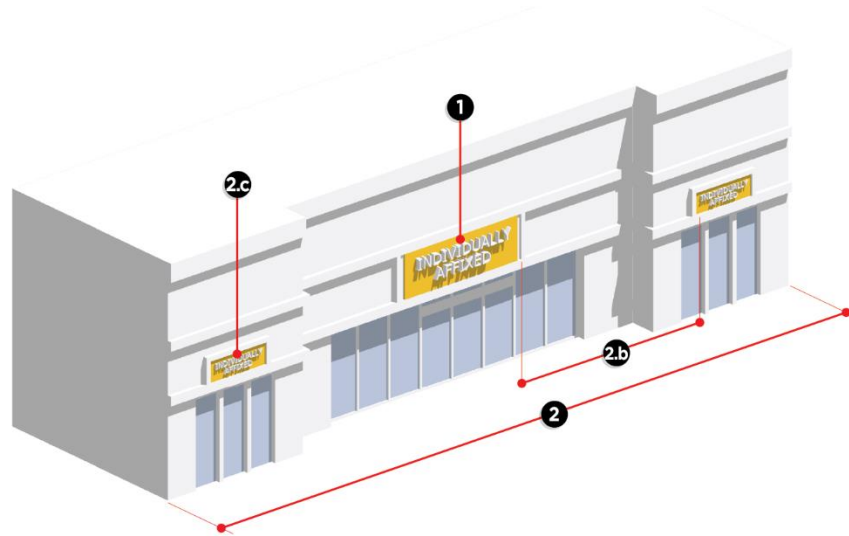


Figure 6.4: Secondary Wall Sign Standards



**(b) Single-Tenant Monument Signs.**

**(1) Sign Area.**

1. The maximum permitted sign area of single-tenant monument signs in any residential district or the A-1, B-2, and P-1 Districts shall not exceed twenty-five (25) square feet.
2. The maximum permitted sign area of single-tenant monument signs in the B-4, B-6, Lm-1, M-1, and I-1 Districts shall not exceed fifty (50) square feet.
3. The maximum permitted sign area of single-tenant monument signs in the DTS District shall be as permitted in the Drexel Town Square Mixed Use Planned Development District.

**(2) Height.**

1. The maximum permitted height of single-tenant monument signs in any residential district or the A-1, B-2, and P-1 Districts shall not exceed five (5) feet.
2. The maximum permitted height of single-tenant monument signs in the B-4, B-6, Lm-1, M-1, and I-1 Districts shall not exceed eight (8) feet.
3. The maximum permitted height of single-tenant monument signs in the DTS District shall be as permitted in the Drexel Town Square Mixed Use Planned Development District.

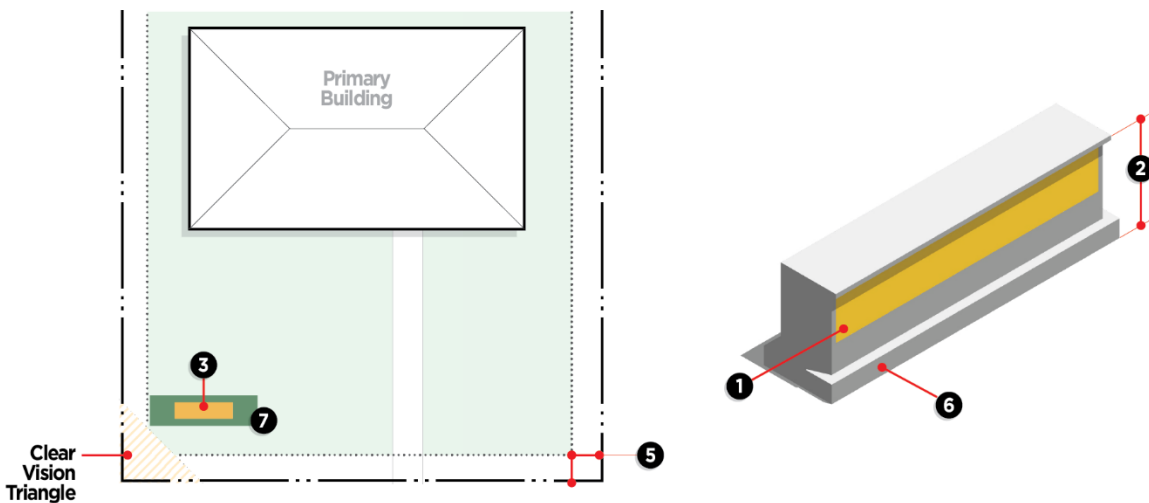
**(3) Number of Signs.** A maximum of two (2) single-tenant monument sign shall be permitted per lot and shall be displayed on different lot frontages.

**(4) Building Address.** The address of the building to which a single-tenant monument sign is associated shall be incorporated into the single-tenant monument sign. Sign area devoted to the address of the

building shall not count towards the maximum single-tenant monument sign area permitted in Section 17.0604(b)(1).

- (5) **Location.** Single-tenant monument signs shall be located a minimum of ten (10) feet from all property lines, rights-of-way, and ten (10) feet outside of utility easements; shall not block points of ingress or egress; or be placed in any sidewalk, pedestrian walkway, vision clearance triangle, floodplain, or wetland.
- (6) **Sign Base.** The base of single-tenant monument signs, including all structural components, shall extend horizontally from the sign face a minimum of ten (10) percent and a maximum of twenty-five (25) percent of the width of the sign face. The base of single-tenant monument signs shall be constructed from traditional, time and weather tested materials and techniques including masonry, stone, or similar high-quality materials in keeping with the materials and design of the principal building of the lot.
- (7) **Landscape Requirement.** All single-tenant monument signs shall be required to plant and maintain a landscape area at the base of the sign. The minimum area of the landscape area shall be equal to the square footage of the sign area of the sign it serves.

Figure 6.5: Single Tenant Monument Sign Standards



(c) **Multi-Tenant Monument Signs.**

(1) **Sign Area.**

1. The maximum permitted sign area of multi-tenant monument signs in any residential district or the A-1, B-2, and P-1 Districts shall not exceed fifty (50) square feet.
2. The maximum permitted sign area of multi-tenant monument signs in the B-4, B-6, Lm-1, M-1, and I-1 Districts shall not exceed one hundred (100) square feet.

3. The maximum permitted sign area of multi-tenant monument signs in the DTS District shall be as permitted in the Drexel Town Square Mixed Use Planned Development District.

(2) **Height.**

1. The maximum permitted height of multi-tenant monument signs in in any residential district or the A-1, B-2, and P-1 Districts shall not exceed ten (10) feet.
2. The maximum permitted height of multi-tenant monument signs in the B-4, B-6, Lm-1, M-1, and I-1 Districts shall not exceed sixteen (16) feet.
3. The maximum permitted height of multi-tenant monument signs in the DTS District shall be as permitted in the Drexel Town Square Mixed Use Planned Development District.

- (3) **Number of Signs.** A maximum of two (2) multi-tenant monument sign shall be permitted per lot and shall be displayed on different lot frontages.

- (4) **Building Address.** The address of the building to which a multi-tenant monument sign is associated shall be incorporated into the multi-tenant monument sign. Sign area devoted to the address of the building shall not count towards the maximum multi-tenant monument sign area permitted in Section 17.0604(c)(1).

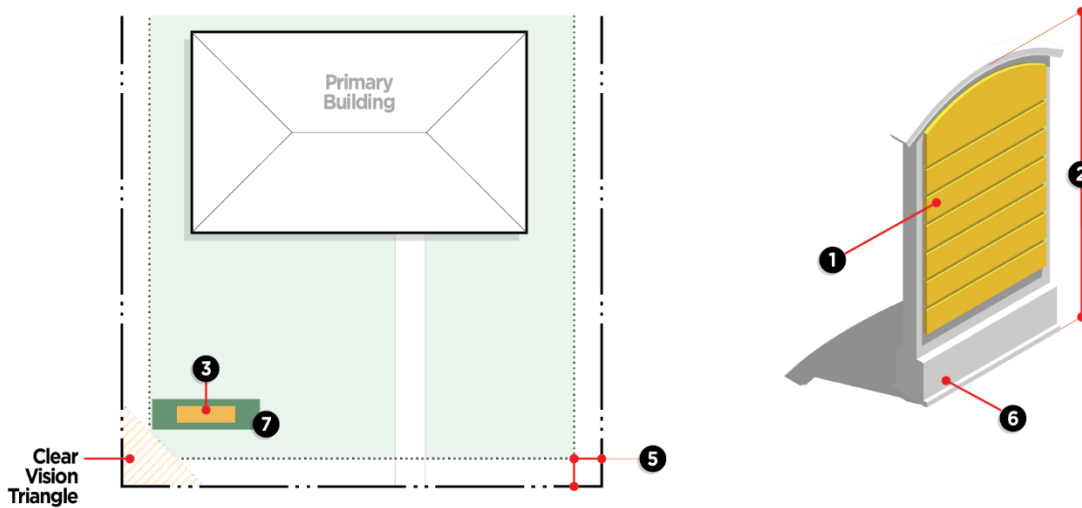
- (5) **Location.** Multi-tenant monument signs shall be located a minimum of ten (10) feet from all property lines, rights-of-way, and ten (10) feet outside of utility easements; shall not block points of ingress or egress; or be placed in any sidewalk, pedestrian walkway, vision clearance triangle, floodplain, or wetland.

- (6) **Sign Base.** The base of multi-tenant monument signs, including all structural components, shall extend horizontally from the sign face a minimum of ten (10) percent and a maximum of twenty-five (25) percent of the width of the sign face. The base of multi-tenant monument signs shall be constructed from traditional, time and weather tested materials and techniques including masonry, stone, or similar high-quality materials in keeping with the materials and design of the principal building of the lot.



- (7) **Landscape Requirement.** All multi-tenant monument signs shall be required to plant and maintain a landscape area at the base of the sign. The minimum area of the landscape area shall be equal to the square footage of the sign area of the sign it serves.

Figure 6.6: Multi-Tenant Monument Sign Standards



(d) **Awning or Canopy Signs.**

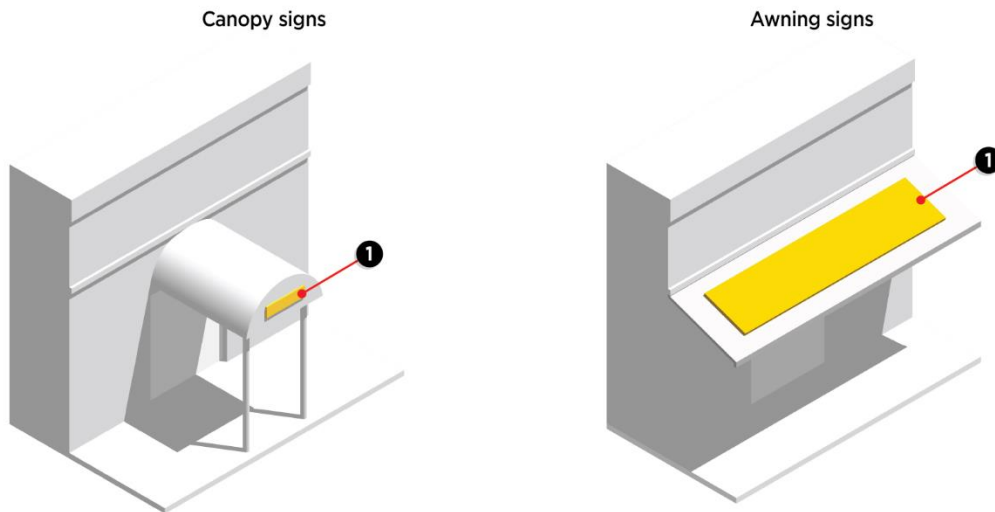
- (1) **Sign Area.** The maximum permitted sign area of awning or canopy signs shall be thirty (30) percent of the face of the awning or canopy upon which the sign shall be printed or affixed. The area of the awning or canopy sign shall count towards the maximum amount of sign area permitted for wall signs.

(2) **Other Provisions.**

1. Awning or canopy signs shall only be permitted on awnings or canopies extending above ground floor entrances or windows.
2. Awning or canopy signs shall be centered vertically on the awning or canopy on which they are placed or otherwise incorporated.

3. Awning or canopy signs shall not be illuminated.

Figure 6.7: Awning or Canopy Sign Standards

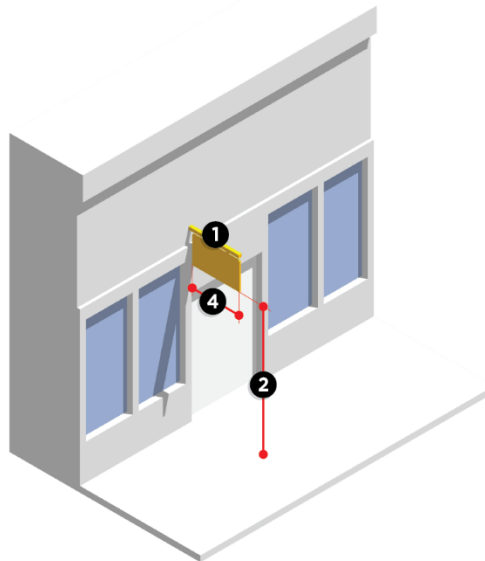


(e) **Projecting Signs.**

- (1) **Sign Area.** The maximum permitted sign area of projecting signs shall be six (6) square feet.
- (2) **Height.** Projecting signs shall not extend above the roofline of the building to which it is attached, or a maximum of twelve (12) feet, whichever is less, and shall maintain a minimum vertical clearance of eight (8) feet.
- (3) **Number of Signs.** A maximum of one (1) projecting sign shall be permitted per ground floor nonresidential tenant space. A projecting sign and a wall sign may be displayed on the same building frontage. A projecting sign and an awning or canopy sign shall not be displayed on the same building frontage unless approved as part of a Planned Sign Program as detailed in Section 17.0609.
- (4) **Projection.** Projecting signs shall horizontally project a maximum of four (4) feet from the mean elevation of the building to which it is attached.
- (5) **Public Right of Way Encroachment.** Projecting signs may encroach upon, extend, or project over a public right-of-way or easement. The property owner may be required to provide a release or hold harmless to the City prior to issuing permits for any such signs.

1.

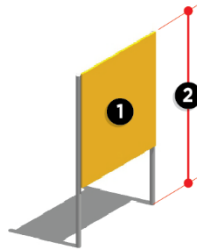
Figure 6.8: Projecting Sign Standards



(f) **On-Site Traffic Directional Signs.**

- (1) **Sign Area.** The maximum permitted sign area of an on-site traffic directional sign shall be six (6) square feet.
- (2) **Height.** The maximum permitted height of an on-site traffic directional sign shall be four (4) feet.
- (3) **Number of Signs.** The number and placement of permitted on-site traffic directional signs shall be as necessary to assist in the safe movement of vehicular and pedestrian traffic on a property, as approved by the Community Development Director or their designee or the Plan Commission as a part of a Planned Sign Program as detailed in Section 17.0609.

Figure 6.9: On-Site Traffic Directional Sign Standards



## Sec. 17.0605. Standards for Temporary Signs Requiring a Permit

(a) **General Standards for Temporary Signs in Nonresidential Districts.**

1. **Display Period.** The permitted display period of any temporary sign in nonresidential districts, with the exception of sidewalk signs, shall be fourteen (14) continuous days. A maximum of three (3) display periods shall be permitted per single-tenant building per calendar year. A maximum of one (1) display period shall be permitted per tenant of a multi-tenant building per calendar year. The Community Development Director or their designee may grant a display period extension of up to thirty (30) days. The Plan Commission may grant a display period extension in excess of thirty (30) days.

- (b) **Temporary Sign Permit.** The display of a temporary sign in a nonresidential district shall require a temporary sign permit as detailed in [Section 17.0803 \(g\)](#).

(c) **Wall Mounted Banner Signs.**

(1) **Sign Area.**

1. The maximum permitted sign area of wall mounted banner signs in any residential district or the A-1, DTS, B-2, Lm-1, M-1, and P-1 Districts shall not exceed two and one-half (2.5) percent of the total area of the face of the wall on which the sign is to be located or thirty (30) square feet, whichever is less.
2. The maximum permitted sign area of wall mounted banner signs in the B-4, B-6, and I-1 Districts shall not exceed five (5) percent of the total area of the face of the wall on which the sign is to be located or thirty (60) square feet, whichever is less.

(2) **Height.** No wall mounted banner sign shall protrude above the highest roofline or above the top of the parapet wall or mansard roof.

(3) **Number of Signs.** A maximum of one (1) wall mounted banner sign shall be permitted per lot frontage.

(4) **Location.** Wall mounted banner signs shall be affixed to a building.

(5) **Projection.** Wall mounted banner signs shall be affixed flat against the building to which they are mounted.

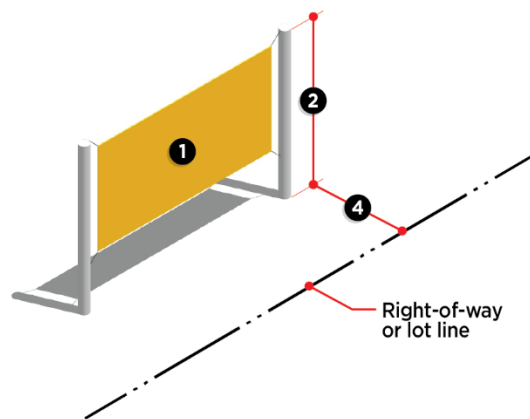
Figure 6.10: Wall Mounted Banner Sign Standards



(d) **Ground Mounted Signs.**

- (1) **Sign Area.** The maximum permitted sign area of ground mounted signs shall be thirty-two (32) square feet.
  - (2) **Height.** The maximum permitted height of a ground mounted sign shall be six (6) feet.
  - (3) **Number of Signs.** A maximum of one (1) ground mounted sign shall be permitted per lot.
  - (4) **Location.** Ground mounted signs shall be located a minimum of ten (10) feet from all property lines, rights-of-way, and ten (10) feet outside of utility easements; shall not block points of ingress or egress; or be placed in any sidewalk, pedestrian walkway, vision clearance triangle, floodplain, or wetland.
- (4) **Other Provisions.**
1. Ground mounted signs shall be securely anchored into the ground or secured in a portable base designed for such function.
  2. Ground mounted signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.
  3. The sign structure of any ground mounted sign shall be removed at the end of the display period.

Figure 6.11: Ground Mounted Banner Sign Standards

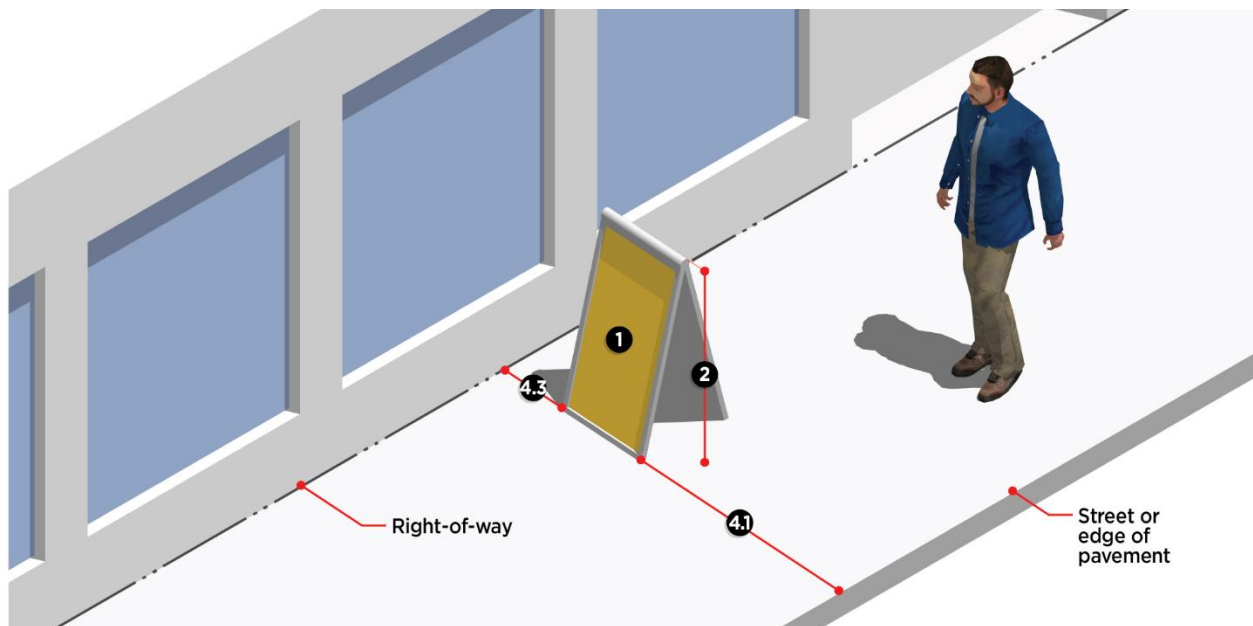


## Sec. 17.0606. Standards for Temporary Signs not Requiring a Permit

### (a) Sidewalk Signs.

- (1) **Sign Area.** The maximum permitted sign area of sidewalk signs shall be ten (10) square feet.
- (2) **Height.** The maximum permitted height of a sidewalk sign shall be four (4) feet.
- (3) **Number of Signs.** A maximum of one (1) sidewalk sign shall be permitted per lot frontage of a single-tenant building or unit of a multi-tenant building.
- (4) **Location.**
  1. Sidewalk signs shall be placed in a manner that preserves a continuous sidewalk width of a minimum of three (3) feet.
  2. No part of any sidewalk sign shall block points of ingress or egress.
  3. Sidewalk signs shall be placed no more than one (1) foot from the wall of the building or unit of a building to which the sign is associated.
  4. Sidewalk signs shall be placed no less than three (3) feet and no more than six (6) feet from the entrance of the building or unit of a building to which the sign is associated.
- (5) **Duration of Display.** The display of sidewalk signs shall only be permitted during the operating hours of the use to which the sign is associated and shall be brought indoors during non-operating hours.

Figure 6.12: Sidewalk Sign Standards



(b) **Window Signs.**

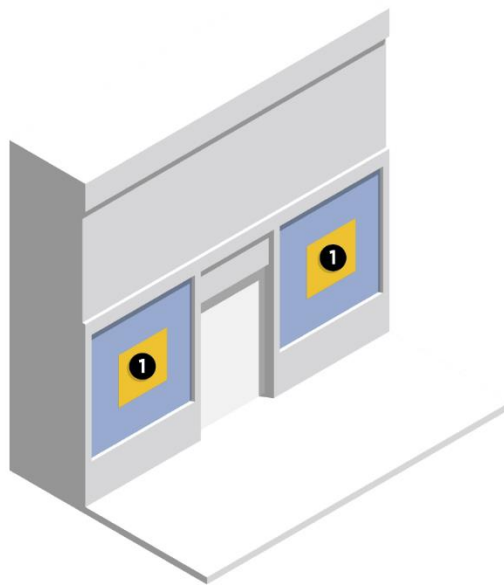
(1) **Sign Area.** The maximum allowed sign area of a window sign shall be twenty-five (25) percent of the square footage of the window on which the sign shall be located.

(2) **Other Provisions.**

1. Window signs shall be allowed on ground floor windows only.
2. Window signs shall not be located on transom windows.

*Figure 6.13: Window Sign Standards*

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(c) **Yard Signs.**

(1) **Sign Area.** The maximum allowed sign area of yard signs in any district shall be four (4) square feet.

(2) **Sign Height.** The maximum allowed height of yard signs in any district shall be five (5) feet.

(3) **Number of Signs.**

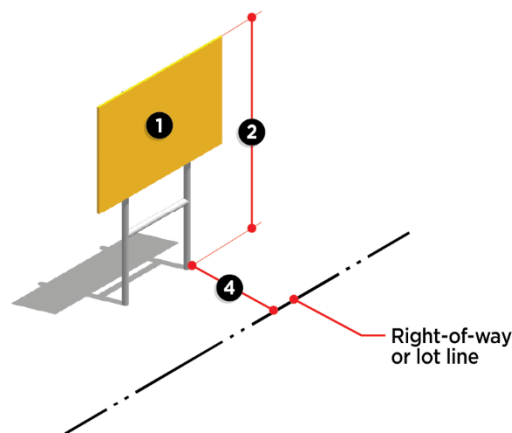
1. A maximum of two (2) yard signs may be displayed concurrently per lot in any residential district.
2. A maximum of one (1) yard sign may be displayed concurrently per lot in any nonresidential or mixed use district.
3. An additional two (2) yard signs may be displayed within thirty (30) days before any local, state, or federal election. The additional signs shall be removed within forty eight (48) hours of the election.

(4) **Location.** Yard signs shall be located a minimum of ten (10) feet from all property lines, rights-of-way, and ten (10) feet outside of utility easements; shall not block points of ingress or egress; or be placed in any sidewalk, pedestrian walkway, vision clearance triangle, floodplain, or wetland.

(5) **Other Provisions.**

1. Yard signs shall be securely anchored into the ground or secured in a portable base designed for such function.
2. Yard signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.

Figure 6.14: Yard Sign Standards



## Sec. 17.0607. General Sign Regulations

### (a) Sign Prohibitions and Limitations.

- (1) Signs shall not resemble, imitate, or approximate the shape, size, form, or color of railroad or traffic signs, signals, or devices.
- (2) Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices.
- (3) Signs shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or opening designated by the Fire Department; and no sign shall be attached to a standpipe or fire escape unless authorized by the Fire Chief.
- (4) Signs shall not be placed so as to obstruct or interfere with traffic visibility, nor be lighted in such a way as to cause glare or impair driver visibility upon public ways.
- (5) Signs may be illuminated but non-flashing.
- (6) Signs shall not be revolving or animated.
- (7) Signs in residential districts shall not be internally illuminated.
- (8) No sign shall be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered in the FW Floodway District or in any area impacted by the flood fringe, floodplain, or by wetlands.
- (9) Off-premise signs are not permitted in any district.
- (10) Pole / pylon signs are not permitted in any district.
- (11) Roof signs are not permitted in any district.
- (12) No vehicles bearing permanently affixed signs shall be parked on public right-of-way, public property or private property in any commercial district for a period which exceeds three (3) days. All vehicles displaying permanently affixed signs shall be currently licensed, operable, parked on the property of the business owning or leasing the vehicle, and in the parking area furthest from any street right-of-way, so as to minimize the effects of additional signage on the property, except for vehicles actively in transport, or in the specific act of receiving or delivering merchandise or rendering a service.
- (13) Outline lighting is not permitted in any district.

### (b) Prohibited Content.

- (1) The following content is prohibited without reference to the viewpoint of the individual speaker:
  1. text or graphics of an indecent or immoral nature and harmful to minors;

2. text or graphics that advertise unlawful activity;
3. text or graphics that are obscene, fighting words, defamation, incitement to imminent lawless action, or true threats; or
4. text or graphics that present a clear and present danger due to their potential confusion with traffic control signs or signs that provide public safety information (for example, signs that use the words "Stop," "Yield," "Caution," or "Danger," or comparable words, phrases, symbols, or characters in such a manner as to imply a safety hazard that does not exist).

(2) The narrow classifications of content that are prohibited by this subsection are either not protected by the United States or Wisconsin Constitutions, or are offered limited protection that is outweighed by the substantial governmental interests in protecting the public safety and welfare. It is the intent of the Common Council that each paragraph of this Subsection be individually severable in the event that a court of competent jurisdiction were to hold one or more of them to be inconsistent with the United States or Wisconsin Constitutions.

(c) **Electronic Message Boards.** Single-tenant and multi-tenant monument signs may incorporate electronic message boards in accordance with the following.

- (1) The area of the sign devoted to the electronic message board shall not exceed fifty (50) percent of the sign area of which it is a part or fifty (50) square feet, whichever is more.
- (2) The area of the sign devoted to the electronic message board shall be part of, not in addition to, the maximum permitted sign area.
- (3) The electronic message format shall conform to the following requirements:
  1. The message shall contain a static message or image only and not have movement, or the appearance of movement, during the static display period.
  2. The transition to change from one message or image to another shall be instant, dissolve, fade, or scroll. The transition to change from one message or image to another shall not be flashing, blinking, strobing, or otherwise pose as a nuisance or threat to public safety.
  3. The message shall not change more frequently than once every thirty (30) seconds.
- (4) All electronic message boards shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions.
- (5) The illumination of an electronic message board shall not exceed 0.3 footcandles.

(d) **Signs Prohibited in the Conservancy and Floodway Districts.** No sign shall be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered in the C-1 Shoreland Wetland Conservancy District, the FW Floodway District, the FF Flood Fringe District or the GFP General Floodplain District.

## Sec. 17.0608. Construction, Maintenance, and Abandonment Standards

- (a) **Wind Pressure and Dead Load Requirements.** All signs and other advertising structures shall be designed and constructed to withstand wind pressure of not less than forty (40) pounds per square foot of area; and shall be constructed to receive dead loads as required in the City Building Code or other ordinance.
- (b) **Protection of the Public.** The temporary occupancy of a sidewalk or street or other public property during construction, removal, repair, alteration, or maintenance of a sign is permitted provided the space occupied is roped off, fenced off, or otherwise isolated. The City Engineer shall be notified at least twenty-four (24) hours in advance of such proposed obstruction.
- (c) **Maintenance.** The owner of any sign shall keep it in good maintenance and repair which includes restoring, repainting, or replacement of a worn or damaged legally existing sign to its original condition; and shall maintain the premises on which the sign is erected in a clean, sanitary, and inoffensive conditions, free and clear of all obnoxious substances, rubbish, weeds, and grass. Any landscaping surrounding the sign shall be kept trimmed and in good repair. If the landscaping installed at the time of sign approval dies, said landscaping shall be replaced immediately or as soon as weather permits.
- (d) **Supporting members or braces** of all signs shall be constructed of approved materials. Signs shall be attached and supported in an approved manner. These approvals shall be given by the Building Commissioner or a designee who will review the submitted plans against acceptable engineering design standards and practices.
- (e) **No signs or any part thereof or sign anchors, braces, or guide rods** shall be attached, fastened, or anchored to any fire escape, fire ladder, or standpipe and no such sign or any part of any such sign or any anchor, brace or guide rod shall be erected, put up, or maintained so as to hinder or prevent ingress or egress through such door, doorway, or window or so as to hinder or prevent the raising or placing of ladders against such building by the Fire Department of the City, as necessity may require.
- (f) **Electrical Signs** shall be listed by Underwriters Laboratory or other approved testing agencies, unless specifically exempted by the Wisconsin State Electrical Code.
- (g) **Sign Removal.** Sign copy shall be removed and in the case of a wall sign, the building façade shall be repaired, by the owner or lessee of the premises upon which the sign is located when the use which the sign is associated is no longer conducted on the premises. The sign copy shall be removed within thirty (30) days of when the use ceases to operate. If the owner or lessee fails to remove the sign copy, the Zoning Administrator shall give the owner thirty (30) days written notice to remove it. Upon failure to comply with the notice, the Zoning Administrator may have the sign removed at the owner's expense.

## Sec. 17.0609. Planned Sign Program

- (a) **Intent.** The intent of the planned sign program is to set forth a theme as to the placement, lettering style, color, materials, mounting method and other related design considerations of signs.
- (b) **Applicability.** Any building or development with more than two (2) tenants shall be required to establish a City of Oak Creek planned sign program prior to the issuance of any sign permits. After the approval of a planned sign program, no sign shall be erected, placed or maintained except in conformance with the Planned Sign Program.
- (c) **Application.** When a planned sign program is required, such program shall be submitted on a form established by the Community Development Director or their designee, along with a nonrefundable fee as set forth in Sec. 3.40 of the Municipal Code. The application shall contain the following information as well as all other information required by the Community Development Director or their designee to ensure compliance with the planned sign program review criteria.
  - (1) Name, address, and telephone number of the applicant. Location of building, structure, or lot to which or upon which the planned sign program shall apply.
  - (2) Name of person, firm, corporation, or association developing the planned sign program.
  - (3) Written consent of the owner or lessee of the building, structure, or land to which the proposed planned sign program is applicable.
  - (4) Scale drawing of all signs included in the planned sign program indicating the dimensions, the materials to be used, the type of illumination, if any, and the method of construction and attachment. Said drawings shall be drawn at a scale no smaller than 1/8 inch equals 1 foot and shall be prepared, signed and sealed by a registered professional engineer when required by the Building Commissioner or a designee.
  - (5) A scale drawing indicating the location and position of all signs included in the planned sign program in relation to nearby buildings or structures. Said drawing shall be at a scale no smaller than 1 inch equals 50 feet.
- (d) **Planned Sign Program Review Criteria.**
  - (1) Only individual tenants with their own exterior entrance shall be permitted one (1) wall sign. The Plan Commission may permit end cap tenants in multi-tenant buildings an additional wall sign if it fits in with the architectural design of the building. Individual tenants in buildings and developments with internal entrances only shall not be permitted a wall sign. One (1) wall sign identifying the name of the development or the principal tenant shall be permitted. The area of wall signs within a planned sign program shall not exceed the amount permitted per district as detailed in Section 17.0603.
- (e) **Review and Action by the Plan Commission.** All planned sign programs shall be reviewed and approved by the Plan Commission.

- (f) **Expiration and Lapse of Approval.** A planned sign program shall become null and void, if sign permits associated with all signs included in the planned sign program have not been issued within twelve (12) months of the date of planned sign program approval.
- (g) **Appeals.** Appeals of planned sign programs denied by the Plan Commission shall be taken to the Circuit Court within thirty (30) days of the date the interpretation was rendered.