

I. RECOMMENDED AMENDMENTS

A. Chapter 17.510(2) B-1 District.

(a) Type of signs allowed. In addition to signs not requiring a permit, the following sign types are allowed for nonresidential uses in the B-1 District:

Sign Type	Maximum Number	Maximum Face Area	Maximum Height	Minimum Street Yard Setback	Minimum Side Yard Setback
Awning, Canopy, Marquee	One awning or canopy sign per street facing, first floor window; no more than two marquee signs per structure	100 sq. ft.	[1]	[2]	n/a
Ground	One [3]	50 sq. ft. [4]	20 ft.	Equal to height [5]	Three ft.
Hanging	No more than six signs per wall surface, with a minimum separation of 10 ft. from other such signs. [12]	Four sq. ft.	[1] [13]	[11]	n/a
Ingress/Egress	Two [6]	Eight sq. ft.	Five ft.	0 ft.	Three ft.
Portable	One, in street yard only	24 sq. ft.	Four ft.	Off-street	n/a
Projecting	One	35 sq. ft.	[7]	[7]	[7]
Wall, non-residential	Three [9]	[10] [11]	n/a	n/a	n/a

- [1] **Awnings, canopies, and marquees** must maintain a minimum clearance between the bottom of the canopy and the finished grade of nine feet.
- [2] **Awnings, canopies, and marquees** shall project a minimum of 3.5 feet to provide pedestrians protection from the elements. **Awnings, canopies, and marquees** may extend to a point not more than two feet in from the face of the curb, or seven feet from the building, whichever is less.
- [3] Total number of ground signs shall be limited to one per property for each abutting and accessible street frontage unless otherwise approved in a planned unit development.
- [4] For single-side of sign or panel.
- [5] Ground mounted signs with a total height less than 6 feet may be located with a zero-foot setback from the right-of-way line.

- [6] Ingress/egress signs shall be associated with, and located no farther than 10 ft. from, an access to a City street.
- [7] Projecting signs may extend to a point not more than two feet in from the face of the curb, or nine feet from the building, whichever is less. The lowest point of any sign projecting over a public way, space, walk, or road shall be a minimum of 12 feet above grade.
- [8] The maximum number of wall signs per unit on a multi-tenant structure is one.
- [9] Wall signs shall not exceed one square foot of face area per lineal foot of street frontage. The maximum area of wall signage allowed is 500 square feet.
- [10] Wall signs shall not extend outward more than 14 inches from the surface of the wall.
- [11] **Hanging signs may extend to a point not more than two feet in from the face of the curb.**
- [12] **Hanging signs shall be placed perpendicular to the building facade and not flush with the building facade.**
- [13] **Hanging signs must maintain a minimum clearance between the bottom of the canopy and the finished grade of eight feet.**

B. Chapter 17.510(3) B-2 District.

(a) Type of signs allowed. In addition to signs not requiring a permit, the following sign types are allowed for nonresidential uses in the B-2 District:

Sign Type	Maximum Number	Maximum Face Area	Maximum Height	Minimum Street Yard Setback	Minimum Side Yard Setback
Awning, Canopy, Marquee	One awning or canopy sign per street facing, first floor window; no more than two marquee signs per structure	100 sq. ft.	[1]	[2]	n/a
Ground	One [3]	50 ft. [4]	20 ft.	Equal to height [5]	Three ft.
Hanging	No more than six signs per wall surface, with a minimum separation of 10 ft. from other such signs. [14]	Four sq. ft.	[1] [15]	[13]	n/a
Ingress/Egress	Two [6]	Eight sq. ft.	Five ft.	0 ft.	Three ft.
Portable	One, in street yard only	24 sq. ft.	Four ft.	Off-street	n/a
Projecting	One	55 sq. ft.	[7]	[7]	[7]

Wall, non-residential	Three [8]	[9] [10] [11]	n/a	n/a	n/a
Window/Door	One	25% of window or door area [12]	n/a	n/a	n/a
<p>[1] Awnings, canopies, and marquees must maintain a minimum clearance between the bottom of the canopy and the finished grade of nine feet.</p> <p>[2] Awnings, canopies, and marquees shall project a minimum of 3.5 feet to provide pedestrians protection from the elements. Awnings, canopies, and marquees may extend to a point not more than two feet in from the face of the curb, or seven feet from the building, whichever is less.</p> <p>[3] Total number of ground signs shall be limited to one per property for each abutting and accessible street frontage unless otherwise approved in a planned unit development.</p> <p>[4] For single-side of sign or panel.</p> <p>[5] Ground signs with a total height less than 6 feet may be located with a zero-foot setback from the right-of-way line.</p> <p>[6] Ingress/egress signs shall be associated with, and located no farther than 10 ft. from, an access to a City street.</p> <p>[7] Projecting signs may extend to a point not more than two feet in from the face of the curb, or nine feet from the building, whichever is less. The lowest point of any sign projecting over a public way, space, walk, or road shall be a minimum of 12 feet above grade.</p> <p>[8] The maximum number of wall signs per unit on a multi-tenant structure is one.</p> <p>[9] Wall signs fastened to or painted on the street-facing facade associated with the primary mailing address of a structure shall not exceed 150 square feet in size.</p> <p>[10] Wall signs fastened to or painted on any façade other than the street-facing facade associated with the primary mailing address of a structure shall have no maximum size.</p> <p>[11] Wall signs shall not extend outward more than 14 inches from the surface of the wall.</p> <p>[12] Window/door graphics shall not become unsightly or illegible. Chipped or peeling areas shall be removed, repaired, or replaced.</p> <p>[13] Hanging signs may extend to a point not more than two feet in from the face of the curb.</p> <p>[14] Hanging signs shall be placed perpendicular to the building facade and not flush with the building facade.</p> <p>[15] Hanging signs must maintain a minimum clearance between the bottom of the canopy and the finished grade of eight feet.</p>					

C. Chapter 17.510(6) B-7 District.

(b) Type of signs allowed. In addition to signs not requiring a permit, the following sign types are allowed for nonresidential uses in the B-7 District:

Sign Type	Maximum Number	Maximum Face Area	Maximum Height	Minimum Street Yard Setback	Minimum Side Yard Setback
Awning, Canopy, Marquee	One awning or canopy sign per street facing, first	100 sq. ft.	[1]	[2]	n/a

	floor window; no more than two marquee signs per structure				
Ground	One [3]	50 sq. ft. [4]	Six ft.	Equal to height [5]	Three ft.
Hanging	No more than six signs per wall surface, with a minimum separation of 10 ft. from other such signs. [14]	Four sq. ft.	[1] [15]	[13]	n/a
Ingress/Egress	Two [6]	Eight sq. ft.	Five ft.	0 ft.	Three ft.
Portable	One, in street yard only	24 sq. ft.	Four ft.	Off-street	n/a
Projecting	One	24 sq. ft.	[7]	[7]	[7]
Wall, non-residential	Three [8]	[9] [10] [11]	n/a	n/a	n/a
Window/Door	One	25% of window or door area [12]	n/a	n/a	n/a

- [1] **Awnings, canopies, and marquees** must maintain a minimum clearance between the bottom of the canopy and the finished grade of nine feet.
- [2] **Awnings, canopies, and marquees** shall project a minimum of 3.5 feet to provide pedestrians protection from the elements. **Awnings, canopies, and marquees** may extend to a point not more than two feet in from the face of the curb, or seven feet from the building, whichever is less.
- [3] Total number of ground signs shall be limited to one per property for each abutting and accessible street frontage unless otherwise approved in a planned unit development.
- [4] For single-side of sign or panel.
- [5] Ground signs with a total height less than 6 feet may be located with a zero-foot setback from the right-of-way line.
- [6] Ingress/egress signs shall be associated with, and located no farther than 10 ft. from, an access to a City street.
- [7] Projecting signs may extend to a point not more than two feet in from the face of the curb, or nine feet from the building, whichever is less. The lowest point of any sign projecting over a public way, space, walk, or road shall be a minimum of 12 feet above grade.
- [8] The maximum number of wall signs per unit on a multi-tenant structure is one.
- [9] Wall signs fastened to or painted on the street-facing facade associated with the primary mailing address of a structure shall not exceed 150 square feet in size.
- [10] Wall signs fastened to or painted on any façade other than the street-facing facade associated with the primary mailing address of a structure shall have no maximum size.
- [11] Wall signs shall not extend outward more than 14 inches from the surface of the wall.

- [12] Window/door graphics shall not become unsightly or illegible. Chipped or peeling areas shall be removed, repaired, or replaced.
- [13] **Hanging signs may extend to a point not more than two feet in from the face of the curb.**
- [14] **Hanging signs shall be placed perpendicular to the building facade and not flush with the building facade.**
- [15] **Hanging signs must maintain a minimum clearance between the bottom of the canopy and the finished grade of eight feet.**

D. Add the following definitions to Chapter 17.902 of the zoning ordinance:

Awning. A roof-like shelter carried by a supporting frame or arms attached to a building and so arranged that the shelter and frame may be folded or rolled up to the face of the building to which it is attached or have the appearance of being able to be folded or rolled up.

Canopy. A covering of canvas, vinyl, or similar such material rigidly supported by a metal frame attached to a building, and suspended over an entrance solely for shelter or protection, or a covering of canvas or other combustible material temporarily installed for shelter for a door or walk, and carried by a frame supported by the ground.

Hanging Sign. A sign that is suspended from the underside of a surface and is supported by such surface.

Marquee. An overhanging flat or sloping pitched roof-like protection of rigid construction supported from a building without posts and used for the outside protection of a door, window, or other opening.

- E. Delete Chapter 17.506(1)(a)1 through 4.
- F. Replace Chapter 17.506(1) 'In residential districts:' as follows:
 - (a) No more than two ground signs, subject to the following:
 - 1. Signs:
 - a. Shall not exceed five feet in height.
 - b. Shall not exceed 16 square feet in sign face area.
 - 2. Signs shall not be located in any public right-of-way.
 - 3. Signs shall not be artificially illuminated.
- G. Add the following to chapter 17.506(1)
 - (c) Campaign signs, compliant with Chapter 12.04 Wis. Stats.