

**VILLAGE  
OF  
THIENSVILLE**

**SIGN CODE**



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## CHAPTER 16 SIGNS

### ARTICLE I. – IN GENERAL

#### Sec. 16.1 – Purpose and Intent of Chapter

The purpose of this section is to provide for and regulate the design, location, and safe construction of signs in a manner to ensure that all signs are compatible with surrounding land uses, are well maintained, preserve or enhance the natural beauty and unique characteristics of the Village of Thiensville, promote a healthy and properly designed business environment and express the identity of the Village of Thiensville as a whole.

When preparing a sign application, the following design guidelines shall be considered:

Village of Thiensville 2010 Master Architectural Guidelines

Town Center Plan and Design Guidelines

Historic Preservation Commission Guidelines for signs located on any historic landmark site, structure or district

Design Guidelines in Sec. 16.16 Village of Thiensville Sign Ordinance DESIGN GUIDELINES found further within this Section.

- A. Proposed content,
- B. Appearance, materials used for construction, location, lighting, height and size of the sign;
- C. Safety of operators of vehicles upon the adjoining streets and highways,
- D. Effect of the sign on property values within the immediate area as well as on the conservation of the taxable value of lands and buildings located within the Village,
- E. Effect of such sign and its content on the enforcement of state laws and county and Village ordinances,
- F. Effect of the sign with respect to the danger to human life due to falling materials or combustibility;
- G. Effect of such sign and display on the public health, safety and welfare of the general public, and the conserving of the taxable value of lands and buildings located within the Village and in the immediate area adjacent to the proposed location of the sign.

#### Sec. 16.2 - Compliance

No sign, advertising structures or devices shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered with respect to location, safety, size, construction standards, erection, attachment, support, lighting, anchorage, maintenance, appearance, and aesthetics, nor shall the face of a sign be changed except for signs listed in **Sec. 16.11**, without conforming to the provisions of this Ordinance and without a sign permit. All signs shall also meet all applicable structural and electrical requirements of local and state building and electrical codes. All proposed signage is subject to review for appropriateness to the site and the location proposed and not all proposed signs may be permitted at the maximum size allowed.

Nonconforming signs located on a property which is either sold or gains a new tenant shall be made conforming or shall be removed within sixty days of the date of sale to the new owner or the date of occupancy by the new tenant.

**Sec. 16.3 – Scope of regulations**

Except as otherwise noted herein, the regulations of this chapter shall govern all outdoor signs, indoor window and door signs, advertising structures or devices with respect to location, safety, size, construction standards, erection, attachment, support, lighting, anchorage, maintenance, appearance, and aesthetics.

**Sec. 16.4 – Definitions**

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Abandoned Sign:* A sign which was erected on property in conjunction with a particular use which has been discontinued for a period of ninety (90) days or more, or a sign the content of which pertains to a time, event or purpose which no longer applies.

*Advertising structures or devices:* Banners, flags or pennants, with or without copy, used to advertise a business, location, or a permanent or temporary sale.

*Aesthetics:* A term dealing with form, design, and/or quality of construction of a particular sign, building, site or structure that presents a judgmental statement concerning the level of beauty or artistic value to be achieved.

*A-Frame/Sandwich Board Sign:* A moveable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and most often forming the cross-sectional shape of an A.

*Animated Sign:* A sign depicting action, motion, light or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

*Area:* Measurement of sign area shall be calculated as the sum of the area within the smallest regular polygon that will encompass all elements of the actual sign face including any writing, representation, emblem or any figure or similar character together with any material forming an integral part of the display or forming the backing surface or background on which the message or symbols are displayed.

(1) The main supporting sign structure (i.e., brackets, posts, foundation, etc.) shall not be included in the area measurement if such framework is incidental to the display.

(2) When a sign has two or more faces, the area of all faces shall be included in determining the total allowable area.

*Awning Sign:* A type of projecting, on-building sign consisting of a fabric or fabric-like sheathing material.

*Banner:* A sign intended to be hung either with or without a frame, and which possesses characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric of any kind.

*Canopy sign:* Any sign that is attached to or part of an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area.

*Changeable Copy Sign:* A variable message sign composed of individual letters panel-mounted in or on a track system.

*Construction sign:* A sign identifying individuals or companies involved in design, construction, wrecking, financing, or development of a building/lot and/or identifying the future use of the building/lot.

*Dilapidated Sign:* Any sign which is insecure or otherwise structurally unsound, has defective parts in the support, braces, guys and/or anchors or which is unable to withstand the wind pressure for which it was originally designed.

*Directional sign:* A sign for the purpose of directing patrons or attendants to a commercial establishment off the main traveled highway, or to service clubs, churches, schools or other non-profit organizations. Also, signs solely indicating ingress and egress placed at driveway locations, containing no advertising material.

*Directory Sign:* A sign listing only the names and/or use, or location of more than one business, activity or professional office conducted within a building, group of buildings or commercial center.

*Electronic Message Sign:* A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.

*External illumination:* Illumination of a sign with an exterior light source.

*Face:* The surface area on a sign against, or through which, advertising copy is displayed.

*Flashing sign:* A sign whose illumination is not kept constant in intensity at all times when in use and/or which exhibits changes in light, color, direction, animation and word/text changes. Illuminated signs, which indicate the date, time, and temperature, will not be considered flashing signs.

*Ground Sign:* A freestanding sign which is attached to, or part of, a completely self-supporting structure (e.g. decorative wood, cementitious material, brick) other than a building. The supporting structure shall be set firmly in or below the ground surface and shall not be attached to any building.

*Ground Mounted Projecting Sign:* A double-sided sign face attached to a single decorative support beam using a decorative bracket. The support beam may be wood, metal or stone.

*Height:* The height of all freestanding signs shall be the distance between the existing preconstruction grade at the base of the sign and the highest point on the sign or supporting structure.

*Illuminated sign:* A sign in which an artificial source of light is used in connection with the display of such sign.

*Institutional Signs:* On-premises signs which identify the name of an institution, such as a church, school, hospital, club, museum, a civic, fraternal or charitable organization, or similar entity and which describe the activities thereof.

*Internal illumination:* Illumination of a sign in which the source of light is contained within the sign itself.

*Letters and decorations:* The letters, illustrations, symbols, figures, insignia, logo and other media employed to express and/or illustrate the sign message.

*Lot:* A designated parcel, tract or area of land established by plat, subdivision, or as otherwise permitted by law.

*Lot lines:* A line of record bounding a lot which divides one lot from another lot or from a public or private street or any other public space.

*Marquee:* A permanent roof-like structure extending from part of the wall of a building but not supported by the ground, and constructed of durable material such as metal or glass.

*Marquee sign:* A sign attached to, painted on, or supported by a marquee.

*Monument Sign:* A ground sign with low overall height constructed predominantly of brick or stone.

*Nonconforming sign:* A sign existing at the effective date of the adoption of this chapter which does not conform to the terms of this chapter.

*Off-premises signs:* Any sign that advertises, calls attention to or identifies an occupant, business or property situated on a different lot than the sign.

*Offset.* The regulated minimum distance of a structure from a side or rear lot line.

*Pole/Pylon Sign:* A freestanding sign with visible support structure and which is greater than four (4) feet in height.

*Portable sign:* A sign not permanently affixed to the ground, building, or other structure and which may be easily moved from place to place.

*Projecting sign:* A sign affixed or attached directly to the exterior wall of a building or structure and extending more than ten inches from the exterior wall of the building or structure.

*Real estate sign:* A sign which is used to offer for sale, lease, or rent the premises upon which such sign is placed.

*Setback:* The regulated minimum horizontal distance between the base setback line and any structure on a lot.

*Sign:* Any display of lettering, logos, colors, lights, or illuminated neon tubes visible to the public from outside of a building or from a traveled way, which either conveys a message to the public, or intends to advertise, direct, invite, announce or draw attention to goods, products, services, facilities, persons, property interest or business either on the lot or on any other premises.

*Snipe Sign:* A sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes or fences, or to other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises upon which such sign is located.

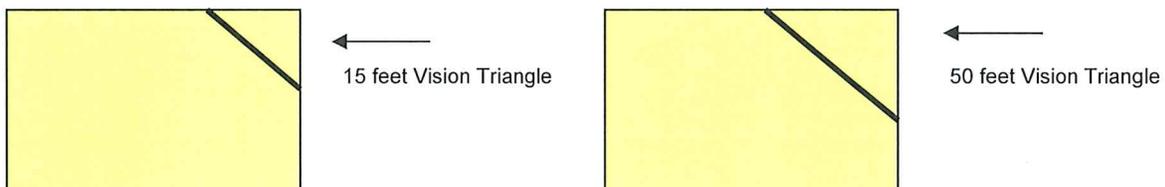
*Street:* A public or private right-of-way for pedestrian or vehicular traffic.

*Temporary sign:* Any sign, such as banners and signs at construction sites, political and real estate signs not intended for permanent installation that may be incidental or miscellaneous in nature. A sign intended to be used for a period of no more than 30 days unless otherwise specified herein.

*Temporary Event Sign:* A sign which carries a message regarding a special event or function which is of general interest to the community, such as historic, ethnic, cultural, religious, political or similar activities not to exceed 15 square feet in area and located on the premises of a charitable, religious, educational institution or a public body, for purposes of announcing events which are held on the premises.

*Time And Temperature Display:* A variable message sign which displays current time and temperature in a stationary or alternating manner.

*Vision Triangle:* the triangular space formed by any two (2) existing or proposed intersecting street or alley right-of-way lines and a line joining points on such lines located a minimum of 15 feet (or 50 feet from their intersection for arterial streets.)



*Wall sign:* A sign or billboard affixed or attached directly to the exterior wall of a building and extending ten or less inches from the exterior wall of the building or structure.

*Wayfarer Signs:* Official and Village approved standardized institutional signs located in designated areas and approved by the Village Board enabling a person to find his or her way to a given destination thru the use of effective signage.

*Window sign:* A sign attached to, placed upon, or painted on the interior of a window or door of a building which is intended for viewing from the exterior of such building.

### **Sec. 16.5 - Sign plan required**

Sign Plan: Properties located within the R-4 and R-5 Multiple Family residence Districts, the B-1 through the B-4 Business Districts, the I-Institutional District and the P-Park District shall submit a sign plan for review by the Historic Preservation Commission, when applicable, prior to review and approval by the Plan Commission.

A. For monument signs and for projecting signs a scaled site plan shall be submitted indicating the placement of all signs including new and existing sign locations and noting which existing signs will remain on the site with the dimensions given for each remaining sign. The site plan shall also locate and dimension building footprints, parking, street right-of-ways, all setback distances and vision triangles and indicate the location and position of proposed signage in relation to nearby buildings or structures

B. Current photos of the site and building façades indicating the location of any proposed wall, marquee, awning, canopy, ground/monument, sandwich board window or projecting sign.

C. A colored, scaled sketch or photo of the proposed sign labeling dimensions and area of the sign, the lettering/font style proposed (including the height of the lettering) colors, types of materials, method of illumination, if any, height and dimensions of the base, pole or mounting bracket and the method of construction and attachment.

D. A master coordinated sign plan shall be developed and submitted for any building that has two or more tenants. Any multi-tenant building or site that currently has no approved coordinated sign plan shall prepare and submit such a plan when sign approval is requested for new tenant signage. The intent of the overall coordinated sign plan is to set forth a theme for the placement, lettering style, color, construction, material and related design considerations of signs, while at the same time minimizing sign confusion and clutter. All multi-tenant buildings shall be required to submit an overall coordinated sign plan when applying for signage.

E. A landscape plan for the sign base (monument signs) shall extend landscaping for a minimum of five (5) feet from the base of the sign.

### **Sec. 16.6 - Permits**

All applications for sign plan review and for sign permits, unless otherwise specified, shall be applied for on forms provided by the office of the Village Administrator and approved by the Plan Commission and Historic Preservation Commission, where applicable.

A. Applications for sign plan review and a certificate of appropriateness, if required, shall be made to the Village of Thiensville and shall provide, or have attached thereto the following information:

1. Name, address, e-mail address and phone number of applicant, property owner and the sign company hired to prepare and install the signage.
2. The address of the property where sign will be located.
3. Written consent of the owner of the building, structure, or land to which or upon which the sign is to be affixed.

4. Current photos of the building and site where sign will be located, with all existing sign locations shown and indicating all existing signs that shall remain on the site and the dimensions of each. For pedestal signs, monument signs and projecting signs a scaled site plan showing front yard setbacks and side yard setbacks with all dimensions indicated on the face shall be submitted.
5. Sign permit applications shall be filed with the Village Administrator who shall review the application for its completeness and accuracy and forward the application to the Village planning consultant for review of the proposed sign and a determination of compliance.
6. A colored, scaled sketch of the proposed sign labeling dimensions and area, the lettering/font style proposed (including the height of the lettering) colors, types of materials, method of illumination, height and dimensions of the base or mounting bracket.
7. Color samples clearly indicating all sign colors. Material samples may be required for unique materials.
8. A sign permit shall become null and void if work authorized under the permit has not been completed within 6 months of the date of issuance.
9. Copies of any other permit required and issued for said sign, including the written approval by the Electrical Inspector, in the case of illuminated signs, who shall examine the plans and specifications, reinspecting all wiring and connections to determine if the same complies with the Village Electrical Code (see box on page 9).
10. For **Wall Signs**, building elevations or a photograph of the façade on which the proposed sign will be located, including a dimensioned shape showing where the sign will be placed, are required.
11. For **Monument, Ground and Ground-mounted Projecting Signs and On-site Directional Signs**, the submittal must include a scaled dimensioned site plan, plot plan, or survey showing the proposed sign location in relation to required setbacks, driveways, parking areas, sidewalks, property lines, streets and other signs on and within 20 feet of the property.
12. For **Wall, Marquee, Canopy, Window or Awning Sign** proposals, the signage plan must specify to which the sign will be attached and shall provide a photograph of the façade on which the sign will be located, including a dimensioned shape showing where the sign will be placed and what size it will be.
13. For **Projecting Signs and Ground-mounted projecting signs**, proposals must specify the distance from the street curb, the distance the sign projects from building, the clearance from the measured grade level to the bottom of the sign, that there are no more than two faces for the projecting sign and for building mounted projecting signs, must also show that the sign, including both faces, is perpendicular to the building.

14. For **A-Frame/Sandwich Board Signs**, submittal of a scaled, dimensioned colored graphic of the proposed sign indicating the manner in which the sign will be secured is required
15. For **Window Signs**, submittal of a scaled, dimensioned colored graphic of the proposed window sign superimposed on the respective window and including the calculation of the percent of the window surface to be covered with the sign.

B. Certificate of Appropriateness: Pursuant to Sec. 42-32(a) Powers/Regulation of construction, reconstruction and exterior alteration of the Village of Thiensville Municipal Code, the Historic Preservation Commission has the power to regulate the construction, reconstruction and the exterior alteration on or affecting any historic landmark site, structure or district and any application for a building or sign permit involving the exterior of a designated historic landmark site or structure within a historic district shall be referred to the commission, and unless a certificate of appropriateness has been granted by the Historic Preservation Commission, no permit for any such work shall be issued.

C. Application for a certificate of appropriateness, where applicable, shall be made to the Village of Thiensville and shall contain, or have attached thereto, the following information:

1. For Wall Signs, building elevations or a photograph of the façade on which the proposed sign will be located, including a dimensioned shape showing where the sign will be placed.
2. For Ground Mounted Signs, a scaled dimensioned site plan, plot plan, or survey showing the proposed sign location in relation to required setbacks, driveways, parking areas, sidewalks, property lines, streets and other signs on and within 20 feet of the property.
3. Additional information as may be required by the Village.

D. Fees: Sign review fees and permit fees for signs shall be according to the fee schedule available from the office of the Village Administrator: The fee schedule is subject to annual review and revision.

**VILLAGE OF THIENSVILLE, WISCONSIN CODE OF ORDINANCES Codified through Ord. No. 2005-03, enacted Oct. 17, 2005. Sec. 14-356.** *Electrical permit required. No person shall alter, install, or repair electrical wires and apparatus for any purpose whatsoever in the village unless and until a permit is obtained from the village electrical inspector in compliance with the terms of this article. (Code 1984, § 16.08; Ord. No. 1995-07, § 16.03, 10-16-95)*

#### **Sec. 16.7 – Location and placement standards**

- A. No sign shall be placed within the ultimate right-of-way of any street or highway. The prohibition hereunder extends to trees, utility poles, fence posts, stakes, and all other structures on which signs might be posted or placed except political signs installed or placed on motor vehicles. Any sign violating this Section may be summarily removed by the Village Administrator or her/his designee.
- B. In any zoning district all signs shall be no less than four feet from any abutting lot line, right-of-way or driveway except that at the discretion of the Plan Commission setbacks for

signage may be adjusted if a sign cannot comply with the above standards due to lot size and the location of structures on the site.

C. Pursuant to the Village of Thiensville Zoning Ordinance, Section 17.0501 TRAFFIC VISIBILITY, no obstructions, such as structures, including signs, parking, or vegetation, shall be permitted in any district over 3 feet above the plane through the mean curb grades within the triangular space formed by any two (2) existing or proposed intersecting street or alley right-of-way lines and a line joining points on such lines located a minimum of 15 feet from their intersection. In the Case of Arterial Streets intersecting with other arterial streets or railways, the corner cutoff distances establishing the triangular vision clearance space shall be increased to 50 feet. **(See illustrations in Sec. 16.4**

**DEFINITIONS – Vision Triangle)**

**Sec. 16.8 - Existing signs**

A. Existing signs which become nonconforming upon adoption of the ordinance from which this section is derived shall not be reconstructed, remodeled, relocated or changed in size unless such action will make the sign conforming in all respects with this section.

B. A nonconforming sign or sign structure which is destroyed or damaged may be restored only after the owner has shown that the damage did not exceed 50 percent of the appraised value of the sign. If such sign or sign structure is destroyed or damaged to an extent exceeding 50 percent of the appraised sign value, it shall be removed and shall not be reconstructed or replaced unless such action makes the sign and sign structure conforming, in all respects, to this chapter. If restoration of a damaged sign is not completed within six months of the date damage occurred, such sign shall be removed or replaced in a manner as will conform to all specifications of this section. Replacement signs shall require planning commission approval.

C. A nonconforming sign or sign structure shall be removed within 30 days of the date the building containing the use, to which the sign is accessory, is demolished or destroyed to an extent exceeding 50 percent of the building's appraised value.

D. At any such time as the owner of any building or lot, on which a nonconforming sign(s) is located, requests planning commission approval for any change to the use, building or lot, the planning commission may require that such nonconforming sign(s) be removed or made to conform to this section as a condition of building or site approval.

**Sec. 16.9 - Measuring signs**

In calculating the area of a sign to determine whether it meets the requirement of this Ordinance, the Zoning Administrator shall include the sign copy and any border or frame surrounding that copy. Supporting structures of a sign shall be excluded from the area calculation. Area of irregular shaped signs or signs containing two or more detached elements shall be determined by the area of the smallest regular polygon that will encompass all elements of the sign.

*(SEE FIGURE 4 IN THE APPENDIX FOR MEASURING HEIGHT AND CLEARANCE OF SIGNS)*

## ARTICLE II. – PROHIBITED SIGNS

### Sec. 16.10 – Prohibited signs

- A. Signs not specifically allowed by this Ordinance.
- B. Dilapidated and Abandoned Signs
- C. Signs placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity. However, this is not in any way intended to prohibit signs placed on or affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.
- D. Billboards.
- E. Revolving Signs.
- F. Flashing signs or signs that electronically change copy other than time and temperature signs that do not exceed twenty-five (25) square feet in total area.
- G. Animated signs.
- H. Signs which are painted on any part of a building wall.
- I. No sign not directly related to the use of the premises on which it is located, except directional signs, as herein provided, and wayfarer signs, as defined in Sec. 16.4 Definitions, shall be permitted in any district.
- J. Signs within the vision triangle of any Village street as defined in the Zoning Ordinance Chapter 17.0501 TRAFFIC VISIBILITY
- K. Signs which are attached or otherwise affixed to rocks, trees or other living vegetation.
- L. Signs which contain untruthful or misleading information.
- M. Signs that display any statement, word, character or illustration of an obscene nature.
- N. Banners, flags or pennants when used for advertising purposes except as specifically permitted elsewhere in this ordinance.
- O. Roof signs.
- P. Any sign exceeding the height of the façade, parapet, canopy or roofline against which it is located.
- Q. Vehicle signs or trailer signs when used on a given location or site in addition to or in lieu of a temporary or permanent sign permitted under these regulations.
- R. Skylights, gas floodlights or searchlights.
- S. Cold or hot air balloons, inflatable signs and tethered balloons with or without advertising.

T. Flashing or rotating signs, message crawl signs, digital electronic signs, signs containing moving parts, and signs containing reflective elements which sparkle or twinkle in the sunlight, or bare LED lights are not permitted. Signs indicating the current time and/or temperature may be permitted provided they meet all other provisions of this section and subject to approval of the Village Plan Commission and that do not exceed 25 square feet in area.

U. Portable and wheeled signs.

V. Signs erected at or near the intersection of any streets in such manner as to obstruct free and clear vision; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "STOP", "LOOK", "DANGER" or any other word, phrase, symbol, or character in such manner as to interfere with, mislead, or confuse traffic.

W. Snipe Signs: Signs, cards, banners, pictures, handbills, sign posters, advertising, or notice of any kind, on any curb, street-walk, public thoroughfare surface, fence, board, barrel, box, case, railing, pole, post, bridge, tree, barricade, material, bridge fender, dock, pile, building or structure of any kind on public right-of-way, ground, public waterway or upon any structure projecting over any public thoroughfare, public ground or public waterway within the Village except by Village of Thiensville authorization.

X. Off-Premise Signs are prohibited in the Village of Thiensville except official and Village approved standardized institutional signs located in designated areas and approved by the Village Board, and for real estate signs as allowed under Section 16.18 A. and B.

Y. Internally-lit plastic face box signs are prohibited in the B-1 District.

### **ARTICLE III. – EXEMPT SIGNS AND EXEMPT MODIFICATION OF SIGNS**

#### **Sec. 16.11 - Exempt Signs**

The following signs are permitted in all zoning districts without a permit, subject to the following regulations:

A. Real Estate Signs in residential districts not to exceed a total of twelve (12) square feet for two sides (six [6] square feet per side) and a total of thirty (30) square feet for two sides (fifteen [15] square feet per side) for all other districts, which advertise the sale, rental, or lease of the premises upon which said signs are temporarily located. All real estate signs shall be removed upon sale or lease of the property. No real estate sign shall be erected in a street right-of-way.

Real estate signs shall be no closer than 10 feet to a side or rear lot line. Three (3) off-premise signs which advertise an open house are permitted subject to the other provisions of this section. These signs may not be erected on the street right-of-way and are permitted during the hours of the open house only. Balloons, pennants and similar devices may not be erected in lieu of or in conjunction with such signs.

B. Name and Identification Signs not to exceed two (2) square feet located on the premises. Name and warning signs shall be not less than 10 feet from any street right-of-way, or any side or rear lot line.

C. Home Occupation and Professional Home Office Signs not to exceed two (2) square feet in area and mounted flush against the dwelling.

D. Election or Campaign Signs provided that 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 reelection period" as defined in Section 12.04 of the Wisconsin Statutes, and shall be removed within 24 hours following the election. No campaign sign shall be erected within a street right-of-way. Campaign signs shall be not less than 10 feet from any side or rear lot line.

E. Rummage Sale and Garage Sale Signs provided that no such signs shall be erected or placed within a street right-of-way and further provided that such signs are removed within 24 hours following the sale, not to exceed 4 square feet.

F. Bulletin Boards for Public, Charitable or Religious Institutions not to exceed 50 square feet in area located on the premises. Bulletin boards shall be not less than 10 feet from any street right-of way, or any side or rear lot line.

G. Memorial Signs tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.

H. Official Signs such as traffic control, parking restrictions, information, and notices. Official signs may be placed within a street right-of-way.

I. Directional signs that direct and guide traffic and parking, bearing no advertising, and conforming to any applicable laws, rules or ordinances for traffic control signs or devices, not exceeding 6 square feet. All requested directional and informational signs shall be specified within an application to the Village, and shall be compatible with other signage for the business.

J. Temporary Window Signs: One window sign per premises not to exceed 45 days, the area of which does not exceed 25 percent of the window area, including door windows if any, on which the sign or signs are located. However, permanent window signs or neon signs shall require a special sign permit pursuant to this ordinance.

K. Temporary Event Signs for Charitable Institutions provided that permission shall be obtained from the property owner, renter or lessee; and provided that the sign shall not be erected more than 30 days prior to the event. The signs for charitable institutions shall be removed within 24 hours following the event. No sign for charitable institutions shall be erected in a street right-of-way. Signs for charitable institutions shall not be less than 10 feet from any side or rear lot line. Charitable signs shall not exceed 12 square feet.

L. Signs which are located within the interior of any building and which are not visible from the exterior of the building.

#### **Sec. 16.12 - Exempt modifications of signs**

The following modifications shall not require a sign permit. These exceptions shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance, and its compliance with the provisions of this Ordinance or any other law or Code regulating the same.

A. The changing of the advertising copy or message on a previously approved painted, printed, or changeable copy sign.

B. Repainting with approved colors or cleaning of an advertising structure shall not be considered an erection or alteration which requires sign permit unless a structural change is made.

All residential signs permitted by right in this Zoning Ordinance.

#### **ARTICLE IV. - TEMPORARY SIGNS**

##### **Sec. 16.13 - Temporary construction signs.**

A. Number: There shall not be more than one temporary construction sign for each project or development, except that where a project or development abuts two or more streets, one sign may be allowed for each abutting street frontage.

B. Area.

1. Residential areas. In all residential areas, temporary construction signs shall not exceed 10 square feet in gross surface area per side.
2. Nonresidential areas. In all nonresidential areas, temporary construction signs shall not exceed 25 square feet in gross surface area per side.

C. Location. Temporary construction signs shall be located only upon the premises upon which construction either is about to occur or is occurring. Such signs shall be setback/offset a minimum of ten feet from any abutting property line, road right-of-way or driveway, except that at the discretion of the Plan Commission setbacks for signage may be adjusted if a sign cannot comply with the above standards due to lot size and the location of structures on the site.

D. Height. Temporary construction signs shall not project higher than six feet, as measured from preconstruction grade at the base of the sign.

E. Special conditions.

1. Temporary construction signs shall be permitted only as accessory to an approved building permit for the purpose of identifying a proposed construction project and the names of contractors, engineers, architects, and financial institutions involved in the project development.
2. Temporary construction signs may be erected and maintained for a period not to exceed 30 days prior to the commencement of construction and shall be removed within 30 days of the termination of construction of the project or development.

##### **Sec. 16.14 - Temporary business signs**

A. Number: There shall not be more than one temporary business sign allowed for each business and only after approval by the Plan Commission.

B. Duration: No temporary business sign may be in place for longer than 45 days.

C. Area:

1. Main Street: Temporary business signs in the B-1, B-2, B-3 and B-4 Business Districts on Main Street may not exceed twenty (20) square feet in area and a maximum height of four (4) feet.

2. Green Bay Road: Temporary business signs on Green Bay Road in the B-1 and the B-3 Business Districts may not exceed (twelve) 12 square feet in size with a maximum height of four (4) feet.
3. Historic District: Temporary business signs in the Historic District must first be reviewed and recommended to the Plan Commission by the Historic Preservation Commission.
4. Location: Temporary Signs shall be ground mounted or wall mounted signs, including banners attached to building façade or two support posts inserted into ground.

### **Sec. 16-15 – Temporary banners, pennants, and flags**

The Village Zoning Administrator or Building Inspector may issue a permit for the use of banners, pennants or flags in any business district for a period of not more than 30 days in any calendar quarter, but not to exceed 90 days per year. Banners or pennants (which are temporary signs or devices of paper, fabric, plastic or other flexible materials) for the purpose of advertising sales, events or other information must be attached to the building, but shall not exceed the lesser of fifty (50) square feet or twenty percent (20%) of the area of the wall or windows on which they are placed, whichever is less, however no banner, pennant or flag would be permitted to be erected over-the-street or exceed one hundred (100) square feet.

An exception to this requirement would include banners, flags, pennants or party-type balloons promoting community events which may be freestanding. These devices would be allowed for not more than thirty (30) days in any calendar quarter but not to exceed ninety (90) days per year. Display of the national flag of any country or the official flag of any state is permitted in any district without a permit provided that such flag is set back at least 10 feet from the street right-of-way in any residential district; is set back at least 10 feet from all other lot lines; and provided that the area of such flag does not exceed 40 square feet. Display of larger flags or flags with information other than a national or state flag may be permitted only after the issuance of a permit by the Village Plan Commission. Commercial balloons and strings of pennants used to advertise or attract attention are discouraged.

## **ARTICLE V. – PERMANENT SIGNS**

### **Sec. 16.16 - Design guidelines**

All signs shall be architecturally integrated with their surroundings in terms of size, shape, color, texture and lighting so that they are complementary to the overall design of the building, the aesthetics of the community and are not in visual competition with other signs in the area.

All signs shall complement their surroundings without competing with each other, shall convey their message clearly and legibly, shall be weather resistant, and if illuminated, shall not be overly bright for their surroundings and not exceed 1 foot candle of illumination at the property line. Externally illuminated signs shall have adequate shading and be directed at the sign in such a way that the lighting will not produce glare affecting oncoming vehicles.

The following additional design guidelines shall be considered in the review and consideration of signage proposed within the Village of Thiensville:

- Village of Thiensville 2010 Master Architectural Guidelines
- Town Center Plan and Design Guidelines
- Historic Preservation Commission Guidelines for signs located on any historic landmark site, structure or district

The design guidelines for signage included in Chapter 1.2.12 of the Mequon-Thiensville Town Center Design Guidelines and Phase I Concept Design Plan 2005, and from time to time

amended, Historic Preservation Commission Guidelines and Architectural Guidelines shall be used as additional criteria in the review and approval of signs within the Town Center.

A. Ground or Monument signs:

1. The color scheme of the sign shall follow the color scheme of the principal building, to the greatest extent practical.
2. Architectural features (e.g., sills, piers, reveals, capstones, medallions, etc.) which are part of the architectural style of the principal building shall be incorporated into the sign, to the greatest extent practical.

B. Shopping Center and Multiple-Tenant Commercial Building Signs. A shopping center or multiple tenant commercial building may provide the following signage:

1. Sign Plan Required: Sign plans for multi-tenant buildings shall be designed to complement the style, color and materials of the building. The best sign programs are integrated such that they become a natural part of the building façade. New signs proposed for existing buildings shall provide a compatible appearance with the building signage of other tenants. With multiple signs on a single building even where no sign program currently exists, an attempt should be made to incorporate a unifying element (such as size) to all tenant signs as they are replaced.

2. Master Identification Signage. A Master identification sign may be provided which displays the name of the shopping center and may also include information such as, but not limited to; names of individual stores, hours of operation and/or special sales information. The master identification sign shall not exceed forty (40) square feet in area and fifteen (15) feet in height and the location shall be approved by the plan commission prior to the issuance of a sign permit.

3. Exterior Wall Signage. One exterior wall sign may be provided for each individual tenant business that has an exterior storefront wall in a shopping center. No exterior wall sign shall extend more than twelve (12) inches out from a building's wall surface. In multi-tenant buildings, separate signage may be allowed that complies with the requirements for the maximum square footage allowed for the building frontage. The maximum area of each tenant wall sign shall be computed using the formulae in Sec. 16.17 A. Wall signs.

If a tenant's store is at a corner and has two exterior storefront walls, one separate exterior wall sign may be permitted on each exterior wall as long as the combined area of both signs does not exceed 100 percent of the total area allowed for the tenant space and the sign on the minor storefront may not be more than 30 percent of the total allowed signage for the tenant.

*(ALSO, SEE FIGURES 2 AND 3 IN THE APPENDIX FOR GRAPHICS AND FORMULA EXAMPLES FOR CALCULATING THE MAXIMUM AREA FOR INDIVIDUAL TENANT WALL SIGNS).*

C. Landscaping:

1. In the case of a free-standing or monument sign, a landscaped area shall extend a minimum of five (5) feet from the base of the sign and shall be approved by the Plan Commission.

2. Where any sign is to be externally illuminated using ground mounted fixtures, landscape planting shall be installed in such a manner to entirely shield the light source from the surrounding view. Landscaped plantings shall be of the type as will ensure effective year long screening.

D. Lighting: The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.

E. External lighting shall be directed at the sign only and shall not exceed 1 foot candle of illumination at the property line. Externally illuminated signs shall have adequate shading and be directed at the sign in such a way that the lighting will not produce glare affecting oncoming vehicles.

F. Consistency Within The Sign Plan: the background color, type style and print color of the sign should be consistent. However, the use of a logo which provides identification for the business can be used to bring distinction to the business within the framework established by the sign program.

#### **Sec. 16.17a. - Signs permitted in the Green Bay Road and the Main Street Historic District with a permit**

Signs permitted in the Green Bay Road and the Main Street Historic District are subject to the following restrictions: *(SEE FIGURE 1 in the APPENDIX FOR EXAMPLES OF SIGN TYPES)*

A. **Wall Signs** One wall sign per commercial building placed against and not extended more than twelve (12) inches out from a building's wall surface. The maximum area of any wall sign shall be computed using the following formula.

**Single Tenant Buildings:** Total maximum area of signage shall not exceed .50 feet in area for every one (1) linear foot of building front width; however, no sign shall exceed fifty (50) square feet in area for any one premise. Thus, a building with a front width of 100 linear feet would be allowed maximum wall signage of 50 square feet:  $100 \text{ ft.} \times .5 = 50 \text{ square feet of wall signage.}$

**Multi-tenant Buildings:** In multi-tenant buildings, separate signage for individual tenants may be allowed that in the aggregate does not exceed the maximum square footage allowed for the total building façade.

The sign area for each tenant will be proportional to the front width of the tenant space based upon and computed using the ratio of the front width of the tenant space to the total front width of the building façade.

For example,

- Tenant A has thirty (30) feet of frontage on a building with a total front width of sixty (60) linear feet that is allowed a maximum sign area of thirty (30) square feet (.5ft. X 60ft.)
- The ratio of Tenant A's front width of thirty (30) feet to the total building front width of sixty (60) feet is  $(30 \div 60)$  or 50% of the total building width. Thus, Tenant A would be allowed a maximum sign area of fifteen (15) square feet.

- If Tenant B occupies twenty (20) feet of frontage, the ratio of Tenant B's front width to the total building front width is  $20 \div 60$  or 33%. Thus, Tenant B would be allowed a maximum sign area of ten (10) square feet.
- The remaining tenant would be allowed five (5) square feet of wall signage.

*(SEE FIGURES 2 AND 3 IN THE APPENDIX FOR FORMULA EXAMPLES AND GRAPHICS ILLUSTRATING HOW TO CALCULATE THE MAXIMUM AREA FOR WALL SIGNS.)*

**Wayfarer signs may be deemed** permissible in the Green Bay Road and the Main Street Historic District subject to the following limitations; one sign per commercial building placed against and not extended more than 12 inches outside of a building's wall surface and shall not exceed .75 square feet in area for every one (1) linear foot of building face on which it is mounted or shall not exceed the following calculation: building face on which sign is mounted and building setback of face of building = total frontage and setback times .30 = total square feet allowed per building whichever is less; however, limited to 78 square feet in area and 15 feet high in the historic district; and limited to 78 square feet in total area, unless a deviation from the size requirements of this subsection are approved by the Village Plan Commission. "Height" as noted in this subsection shall be determined by measuring the entire sign, from base to top, excluding any border or framing surrounding the sign surface. Wayfarer signs including multiple advertisers may be permitted in the historic district.

**B. Monument, Ground Signs and Ground-mounted Projecting Signs:** There shall not be more than one freestanding monument, ground or ground-mounted projecting sign (defined as a double-sided sign face attached to a single decorative support beam using a decorative bracket) for each principal building.

1. Area of Monument and Ground Signs. The area of a monument or ground sign shall be proportional to the size of the building. Monument and ground signs shall not exceed twelve (12) square feet on one side nor twenty-four (24) square feet on all sides for any one premises, except in the case of multi-tenant buildings as regulated in Sec. 16.16. DESIGN GUIDELINES of this chapter, the master identification sign shall not exceed thirty-two (32) square feet in area and ten (10) feet in height and the location shall be approved by the plan commission prior to the issuance of a sign permit.
2. Location. Monument or ground signs shall meet the following setback requirements: Front yard setback: three (3) feet. Side yard setback: ten (10) feet; setback from driveways: four (4) feet. Under no condition shall a sign be allowed within the street right-of-way.
3. Height. Ground or monument signs shall not exceed six (6) feet in height as measured from preconstruction grade at the base of the sign except that decorative finials attached to the top of the supports may be up to six (6) inches above the six (6) feet height maximum for the supports. A Monument sign base shall not project higher than three (3) feet, as measured from preconstruction grade at the base of the sign. The face of a monument sign may not exceed three (3) feet in height.
4. Design. Monument signs and ground signs shall have a base constructed of brick, stone or wood. Ground supports shall be constructed of brick stone or wood and architecturally designed.
5. Area of a ground-mounted projecting sign: A ground-mounted projecting sign may have no more than two faces (back to back) and the maximum area of the sign face may be no greater than nine (9) square feet in area for each face.

6. Height of a ground-mounted projecting sign. The maximum height of the sign face for a Ground-mounted projecting signs may be no higher than six (6) feet six (6) inches above grade. The maximum height of the support structure shall not exceed eight (8) feet.
7. Location of a Ground-mounted Projecting Sign. Ground mounted projecting signs may extend no further than three (3) feet from the support structure and the far end of the sign face may be no closer than three feet from the ultimate right-of-way.
8. Landscaping shall extend a minimum of five (5) feet from the base of the sign and shall be approved by the Plan Commission.
9. Time and Temperature Devices may be erected as either monument signs or wall signs and shall meet all requirements attendant to those sign types. No time and temperature device, however, shall be located closer than 750 feet to another time and temperature device, or exceed twenty-five square feet in area.
10. Internal Lighting. The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.

**C. Marquee, Awning, Window or Canopy Signs** affixed flat to the surface of the marquee, awning, or canopy are permitted provided that the sign does not extend vertically or horizontally beyond the limits of said marquee, awning, or canopy. Plastic type awnings of any kind are not allowed. "Traditional" type awnings/canopies are strongly recommended. A marquee, awning, or canopy sign may extend to within one (1) foot of the vertical plane formed by the curb. A name sign not exceeding four (4) square feet in area located immediately in front of the entrance to an establishment may be suspended from a canopy provided that the name sign shall be at least eight (8) feet above the sidewalk. The gross surface of an awning, canopy, or marquee sign shall not exceed fifty (50) percent of the gross surface area of the face of the awning, canopy, or marquee to which such sign is affixed or thirty (30) square feet in area, whichever is less.

**D. Projecting Signs (including Awning Signs)** shall be permitted in the Village subject to the following requirements

1. The owner of a projecting sign must file with the Village Clerk a current certificate of insurance before he/she shall be permitted to install a projecting sign over a public right-of-way, and must maintain a certificate of insurance that complies with the terms of this ordinance at all times while the sign is displayed.
2. The certificate of insurance purchased and maintained by the sign owner must have commercial general liability aggregate of a minimum of \$1,000,000.00, and must name the Village of Thiensville as an additional insured party.
3. The projecting sign shall be illuminated from the exterior only. No interior illumination shall be permitted on projecting signs.
  - a. The projecting sign shall in no case be closer than (2) feet from a curb or project more than four (4) feet from the facade of a building; and shall have a minimum clearance of eight (8) feet, measured grade level to the bottom of the sign, and a maximum height of twelve (12) feet, measured grade level to top of the sign; and

shall not exceed twelve (12) square feet in area per surface; and shall have no more than two (2) surfaces a front and a back, both of which are perpendicular to the building facade.

- b. The projecting sign must be mounted firmly, in a workmanship-like manner and projects more than one foot, generally perpendicular from a structure or building face.

*(SEE FIGURE 4 IN THE APPENDIX FOR MEASURING HEIGHT AND CLEARANCE OF SIGNS)*

**E. A-frame/Sandwich Board Signs.** No A-frame sign shall be permitted until a permanent sign has been permitted for the premises.

1. One A-frame Sign is allowed per business by permit and shall stand no more than 4 feet in height with each sign surface not to exceed 8 square feet. A-frame signs shall be placed on private property. A-frame signs shall be secured in a manner acceptable to the Building Inspector.
2. A-frame signs can only be placed within the linear building frontage of the business or entity it represents and can only advertise that business.
3. A-frame signs can only be displayed during the business hours of the entity it represents.
4. A-frame must be built in a professional manner of durable materials such as wood or plastic composites that mimic wood and must be framed around the edges.
5. A-frame signs must be placed so as not to block building entrances, exits, sidewalks, or other traveled right-of-way areas, and on private property when available. If there is no private location for an A-Frame sign, only then will public right-of-way be considered for placement.
6. A-frame signs must be adequately weighted or anchored to prevent movement by wind or other elements.

**F. Window Signs.**

1. Permanent window signs (WINDOW VINYLs) shall be placed only on the inside of windows of commercial buildings and shall not exceed thirty (30) percent of the total glass area of the pane upon which the sign is displayed. Permanent window signs may be placed on the interior of glass doors to a commercial building and shall not exceed twenty-five (25) percent of the glass pane upon which the sign is displayed.

*(PLEASE SEE SECTION 17.0704 SIGNAGE REQUIREMENTS FOR UNIQUE AND UNUSUAL CIRCUMSTANCES)*

**Sec. 16.17b. Signs allowed in all Commercial, Park and Institutional Districts but outside the Green Bay Road and the Main Street Historic Districts.** For commercial, park and institutional uses in B-1, B-2, B-3, B-4, and P-1 and I-1 Districts but outside the Green Bay Road and the Main Street Historic Districts, the following signs are hereby allowed subject to Plan Commission approval and issuance of a sign permit.

### 1. Wall signs.

- a. Number. There shall not be more than one wall sign for each principal building placed against and not extended more than 12 inches outside of the building's wall surface except for multi-tenant buildings as regulated in Section 16.16B of this chapter and except in the case of buildings that front two public street, one may be permitted for each façade facing a public street.
- b. Area. The gross surface area of a wall sign shall not exceed 0.5 feet in area for every one (1) linear foot of building front width or 60 square feet, whichever is smaller.
- c. Location. A wall sign may be located on the outermost wall of any principal building but shall not exceed further than 12 inches out from the building's wall surface.
- d. Height. The wall sign shall not project higher than the parapet line of the wall to which it is affixed. A wall sign shall not exceed 12 feet in height from the base of the building wall to which it is affixed.
- e. Internal Lighting. The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.

### 2. Freestanding, pole or monument signs. Monument signs are encouraged by the Village in areas where a freestanding or pole sign are not appropriate, such as a very small front yard.

- a. Number. There shall not be more than one freestanding, pole or monument sign for each principal building.
- b. Area. The gross surface area of a freestanding, pole or monument sign shall not exceed forty (40 square feet on one side nor eighty (80) square feet on all sides, except in the case of multi-tenant buildings as regulated in Sec. 16.16 DESIGN GUIDELINES of this chapter. Freestanding, pole or monument signs shall not exceed fifteen (15) feet in height above the finish grade at the base of the sign.
- c. Location. A freestanding, pole or monument sign may not be located closer than four (4) feet to a public road ultimate right-of-way, property line or driveway.
- d. Height. A freestanding /pole sign shall not exceed higher than fifteen (15) feet from the grade at the base of the sign. A monument sign shall not extend higher than six (6) feet from the grade at the base of the sign.
- e. Internal Lighting. The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.

### 3. Window signs.

- a. Neon signs. Each business tenant shall be allowed to display on each public streets it fronts a neon sign not to exceed 300 square inches in size for 50 percent of the window area, whichever is less. Neon signs shall emit a steady light and only be

illuminated during business hours. Blinking, flashing, strobe or other light animation shall not be allowed.

- b. Temporary signs. Temporary, non-illuminated signs covering less than 25 percent of the individual window area shall be allowed.
- c. Business decals. Business decals not exceeding two square feet in size shall be allowed.

4. Multiple Tenant Signs. In accordance with the regulations in Section 16.16 Design Guidelines, multiple tenant buildings located in the B-1, B-2, B-3, B-4 and I-1 Districts but outside the Green Bay Road and the Main Street Historic District shall be limited to one wall sign per tenant not exceeding 30 square feet. The multiple tenants may also share the free standing sign. Major tenants may be allowed a larger wall sign subject to Plan Commission approval.

5. Building Mounted Projecting Signs.

a. The owner of a projecting sign must file with the Village Clerk a current certificate of insurance before he/she shall be permitted to install a projecting sign over a public right-of-way, and must maintain a certificate of insurance that complies with the terms of this ordinance at all times while the sign is displayed.

b. The certificate of insurance purchased and maintained by the sign owner must have commercial general liability aggregate of a minimum of \$1,000,000.00, and must name the Village of Thiensville as an additional insured party.

c. The projecting sign shall be illuminated from the exterior only. No interior illumination shall be permitted on projecting signs.

d. The projecting sign shall in no case be closer than two (2) feet from a curb or project more than four (4) feet from the façade of a building and shall have a minimum clearance of eight (8) feet, measured grade level to the bottom of the sign, and a maximum height of twelve (12) feet, measured grade level to the top of the sign; and shall not exceed sixteen (16) square feet in area per surface; and shall have no more than two (2) surfaces, a front and a back, both of which are perpendicular to the building façade.

e. The projecting sign must be mounted firmly, in a workmanship-like manner and project more than one foot, generally perpendicular from a structure or building face.

*(SEE FIGURE 4 IN THE APPENDIX FOR MEASURING HEIGHT AND CLEARANCE OF SIGNS)*

### **Sec. 16.18 - Signs permitted in all residential districts with a permit**

The following signs are permitted in any residential district with Plan Commission approval and are subject to the following regulations:

- A. **Permanent Real Estate Development Signs** placed at the entrance to a subdivision or development shall contain only the name of the subdivision or development and shall meet all the yard requirements of the district in which it is located. The Plan Commission shall determine the appropriate size of the sign based on the design of the sign and its compatibility with adjacent land uses.
- B. **Temporary Development Signs** for the purpose of designating a new building or development, or for promotion of a subdivision may be permitted for a limited period of time provided that the sign shall not exceed thirty-two (32) square feet in area and shall be not less than 10 feet from a street right-of-way, or any side or rear lot line. The Plan Commission shall specify the period of time the sign may remain based on the size of the development allowing a reasonable time to market the development.
- C. **Number of Signs.** The total number of signs on any one premise shall be limited as follows:
1. One ground or projecting sign per premise or parcel.
  2. One wall, projecting or fascia sign per principal building. *(For properties adjacent to the bike path in the WEPCO right-of-way, each property adjacent to this bike path shall be allowed additional wall signage on the side of the building facing the bike path. The sign facing the bike path shall be no greater than fifty (50) percent of the maximum area allowed for the sign on the front of the building.*
  3. Multi-tenant buildings may provide a directory sign as one of the two signs permitted.
  4. Separate individual wall or canopy or fascia signs may be allowed for each tenant in a retail shopping center subject to approval by the Plan Commission or an overall coordinated sign plan for the shopping center. Size of wall signs approved in this manner shall be figured using the width of the bay occupied by each retail tenant.
  5. Only two advertising signs may be permitted per building. Owners may elect for them to be any combination of wall signs, monument signs, or projecting signs, not exceeding a total of two, and approved by the Plan Commission.
  6. Property with multiple street frontages may have an additional ground or wall sign to identify the development, upon Plan Commission review and approval.
  7. Price signs for gasoline sales as required by law shall not exceed 20 square feet in area and shall be included in the total square feet allowed for a sign.
  8. Directional signs less than six (6) square feet in area which contain no advertising, logo, or product display shall not be subject to limitations on number of signs, but shall require Zoning Administrator/Building Inspector approval.
  9. Directional signs include, but shall not be limited to, those that read "enter," "exit," "shipping," and "receiving."

**D. Obsolete Business Signs** are prohibited in all districts within the Village of Thiensville, and shall be removed within sixty (60) days of the closure or moving of the business named, described or advertised.

**Sec. 16.19 - Signs permitted in institutional and park districts with a permit**

The following signs are permitted in the Institutional and Park Districts and are subject to the following regulation:

- A. **Private Institutional Signs** (see requirements in Sec. 16.17 - Signs permitted in all business districts and the I-1 institutional district with a permit.)
- B. **Public Institutional and Park Name Signs:** when approved by the Village Plan Commission after review and recommendation by the Park Commission.
- C. **Private Park Name Signs:** when approved by the Village Plan Commission, not to exceed 32 square feet

**Sec. 16.20 - Required offset from residential property**

No sign except those permitted in Sec. 16.11 - Exempt Signs and Sec. 16.18 - Signs permitted in all residential districts with a permit shall be permitted to face a residential or park district within 100 feet of such district boundary.

**ARTICLE VI. - CONSTRUCTION AND MAINTENANCE STANDARDS**

**Sec. 16.21 - Construction 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 40 pounds per square foot of area; and shall be constructed to receive dead loads as required in the Village Building Code or other ordinance.
- B. **Protection of the Public.** The temporary occupancy of a side walk 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.
- 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 condition, free and clear of all obnoxious substances, rubbish, weeds, and grass.
- D. **Supporting Members or Braces** of all signs shall be constructed of galvanized steel, properly treated wood, steel, copper, brass, or other noncorrosive incombustible material. Every means or device used for attaching any sign shall extend through the walls of the building should the Zoning Administrator determine that the safe and permanent support of such sign so requires and shall be securely anchored by wall plates and nuts to the inside of the walls in accordance with instructions given by the Zoning Administrator. Small flat signs containing less than 10 feet of area may be attached to a building by the use of lag bolts or other means to the satisfaction of the Zoning Administrator.

**E. Lighting and Color.** Signs shall not resemble, imitate, or approximate the shape, size, form, or color of railroad or traffic signs, signals, or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices. Signs shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape; and no sign shall be attached to a standpipe or fire escape. 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.

Signs may be illuminated but non-flashing. Signs shall not be revolving or animated. Signs in residential districts shall not be illuminated.

**F. 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 Village, as necessity therefore may require.

#### **Sec. 16.22 - MAINTENANCE IN PERPITUITY**

All signs, together with all of their supports, braces, guys, and anchors, shall be kept in repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times. The owner of any sign shall keep it in good maintenance and repair, which includes restoring, repainting to the same color, or replacement of a worn or damaged legally existing sign to its original condition. The owner shall also maintain the premises on which the sign is erected in a clean, sanitary, and inoffensive condition, free and clear of all obnoxious substances, rubbish, weeds, and grass.

### **ARTICLE VII. – VIOLATIONS ENFORCEMENT**

#### **Sec. 16.23 - Penalty, enforcement by injunction, declared nuisances.**

**A. Penalty.** Any person, firm, company or corporation who violates, disobeys, omits, neglects or refuses to comply with or who resists the enforcement of any of the provisions of this chapter shall be subject to a forfeiture of not less than \$50.00 nor more than \$500.00, plus costs of prosecution for the first offense and for each subsequent violation of the same provision by the person, by a forfeiture of not less than \$100.00, nor more than \$1,000.00, plus costs of prosecution. Default of the payment may result in imprisonment. Each day that a violation exists shall constitute a separate violation and be punishable as such.

**B. Injunction.** Compliance with the provisions of this chapter may also be enforced by the injunction order at the suit of the city or one or more owners of real estate situated within an area affected by the regulations of this chapter.

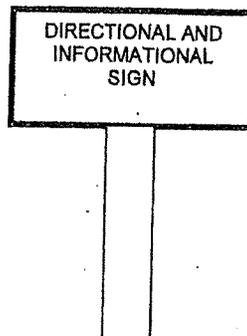
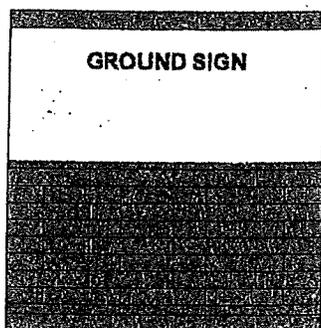
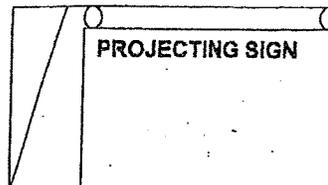
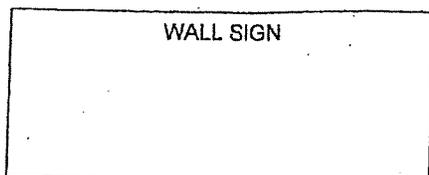
**C. Declared Nuisances.** Any sign or similar advertising structure erected, structurally altered, painted, moved or maintained in violation of the provisions of this chapter is hereby declared to be a nuisance per se, and the city may apply to any court of competent jurisdiction to restrain or abate such nuisance.

#### **Sec. 16.24 – Variances**

The Plan Commission may, in its judgment, waive or modify the provisions of this chapter where it would further the public interest.

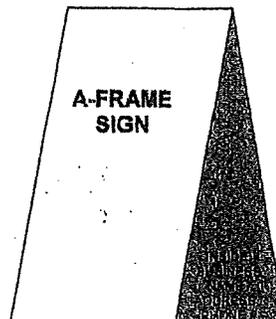
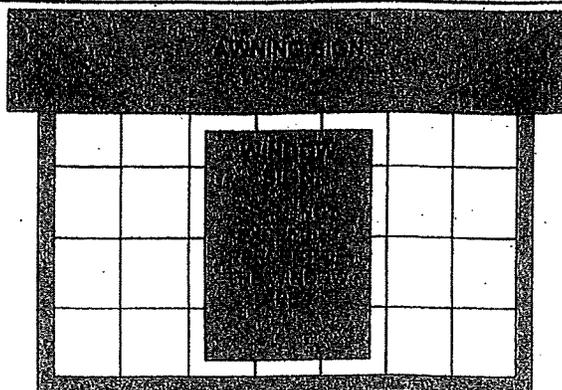
# APPENDIX

**SIGN EXAMPLES**



- Maximum of 1 (one) Per Site

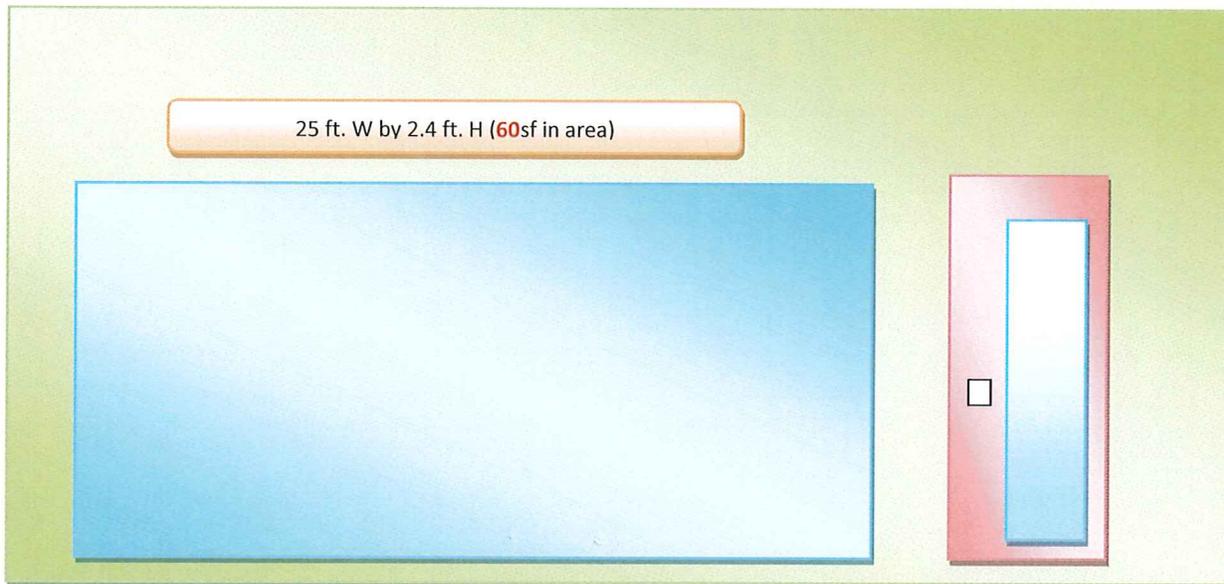
- Examples of Directional/Informational Signs
- Parking lot signs
  - Entrance signs



**FIGURE 1**  
**SIGN EXAMPLES**

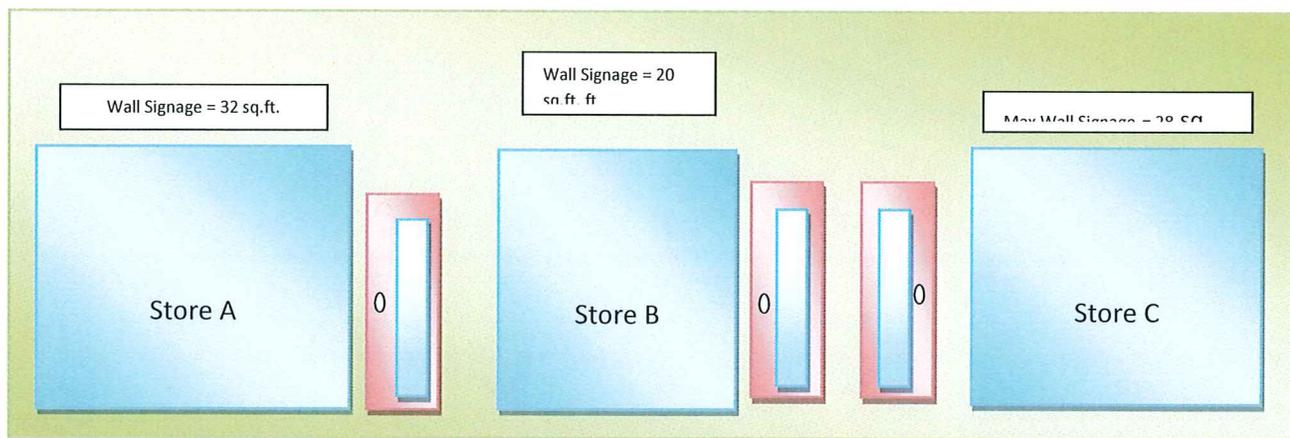
**FIGURE 1** *EXAMPLES OF SIGN TYPES*

**Building Façade Width = 100 feet** **Single Tenant Buildings with a setback of twenty-five (25) feet or less:** Total area allowed for signage is 60 sf. (100 ft. X .6 = 60 sf. maximum area for a wall sign.)



**Multi-tenant Buildings With a Setback of 25 feet or less:** In multi-tenant buildings, separate signage may be allowed that in the aggregate complies with the requirements for the maximum square footage allowed for the total building facade.

Using the example of the building with a setback of twenty-five (25) feet or less, the maximum sign area for the building is 60 sf. and the three stores in the building could have individual signage so long as the total sign area for all three stores is not greater than the total allowed for the building (60 sf.) Therefore, the maximum sign area for Store A is 24 sq. ft. (40 linear feet X .60 = 24 square feet), the maximum sign area for Store B is 15 sf. ( 25 linear feet X .60 = 15 sf.) and the maximum sign area for Store C. is 21sf. (35 linear feet X .6 = 21sf.)



**FIGURE 2**

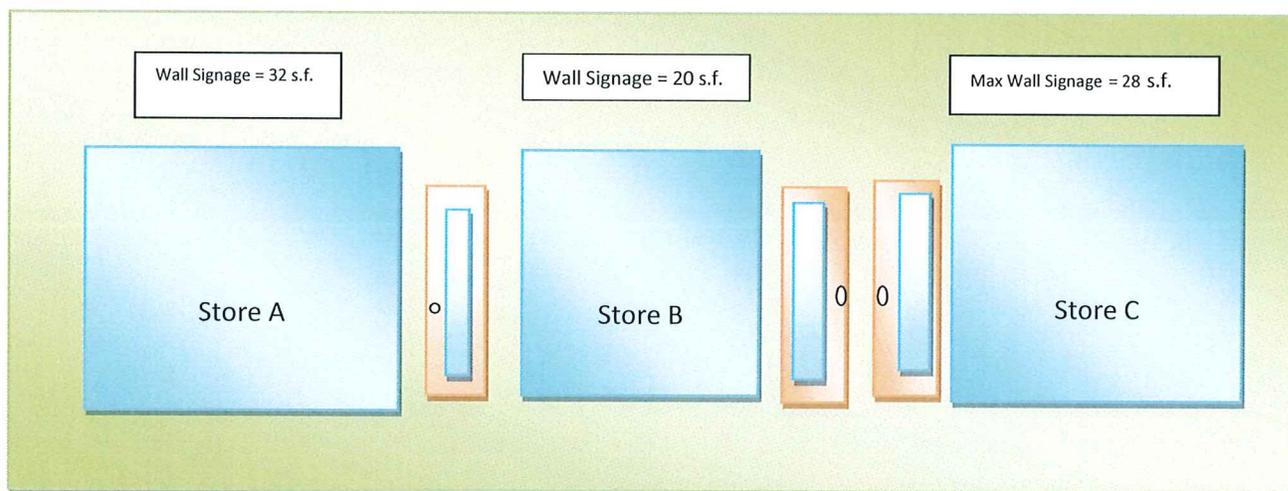
**EXAMPLES AND GRAPHICS ILLUSTRATING HOW TO CALCULATE THE MAXIMUM AREA FOR WALL SIGNS FOR SINGLE AND MULTI-TENANT BUILDINGS SETBACK 25 FEET OR LESS**



Building Setback 50 feet

#### Maximum Building Signage

Total maximum area of wall signage shall not exceed 0.6 feet in area for every one (1) linear foot of building front width PLUS an additional 1.0 feet for each additional foot of building setback greater than 25 feet up to a maximum sign area of eighty (80) square feet. **FORMULA: 100 linear feet plus 25 linear feet = 125 linear feet. (The difference between a 50 feet setback and a 25 feet setback, = 25 feet) (125 linear feet X .6 linear feet = 75 square feet maximum allowable BUILDING signage for this building.)**



#### Individual Tenant Wall Signage (for building set back 50 feet)

The maximum signage for Store "A", with 40 linear feet of frontage, is **28.8 square feet** (40/100 linear feet X 75 feet= 28.8 square feet);

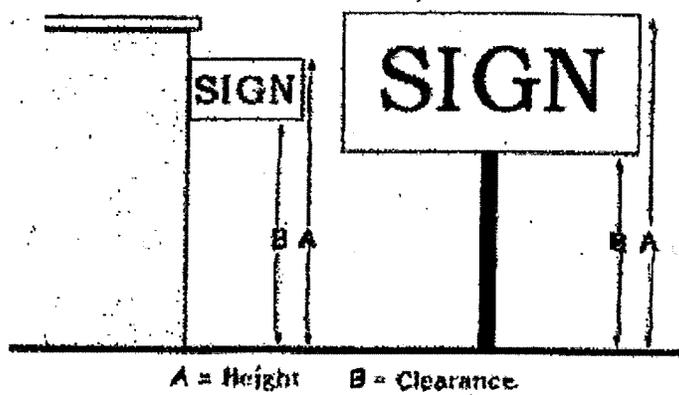
The maximum sign area for Store "B", with 25 linear feet of frontage, is **18.75 square feet** (25/100 linear feet X 75 feet = 18.75 sq. ft) and,

The maximum sign area for Store "C", which has 35 linear feet of frontage is **26.25 square feet** (35/100 linear feet X 75 feet = 26.25 square feet).

FIGURE 3

GRAPHICS AND EXAMPLES FOR CALCULATING THE MAXIMUM AREA FOR A BUILDING SETBACK GREATER THAN 25 FEET AND FOR INDIVIDUAL TENANT WALL SIGNS

**MEASURING SIGN HEIGHT AND CLEARANCE**



**FIGURE 4  
MEASURING SIGN HEIGHT AND  
CLEARANCE**

**FIGURE 4  
FOR MEASURING HEIGHT AND CLEARANCE OF SIGNS**



**FIGURE 5**

*Sample of Ground Mounted Projecting Sign*