

CHAPTER 27

Signs and Outdoor Advertising

27.08 Table of Permitted Display Signs

The following table (Am. #29-89& Am. #1-94) (Am. #10-03) (Am. #42-07) (Am. #17-11) is attached to and made a part of this section.

Please see: “Sign Chart - revised 7-5-11” document – accessible from the Table of Contents

Display signs shall conform to the limitations on size, area and number set forth in the table for each zoning district and shall be prohibited where so designated.

ZONING DISTRICTS		RD-1, RD-2, RS-1, RS-2, RS-3	RM-1, RM-2, RM-3 on properties with 4 or more units	B-1, B-3	B-2	M-1, M-2, M-3	B-4	B-5
Billboard Signs:	<i>Permanent</i>	Prohibited	Prohibited	Prohibited	Prohibited	Permitted (conditionally)	Prohibited	Permitted (conditionally)
GROSS SIGN AREA FOR PROPERTY (Greater of the two ratios)		1.0 sq. ft.	1.0 sq. ft. per ft. of bldg. width or 0.5 sq. ft. per ft. of lot width	1.5 sq. ft. per ft. of bldg. width or 0.6 sq. ft. per ft. of lot width	1.5 sq. ft. per ft. of bldg. width or 0.6 sq. ft. per ft. of lot width	2.0 sq. ft. per ft. of bldg. width or 0.8 sq. ft. per ft. of lot width	1.5 sq. ft. per ft. of bldg. width or 0.6 sq. ft. per ft. of lot width	2.0 sq. ft. per ft. of bldg. width or 0.8 sq. ft. per ft. of lot width
Roof Signs		Prohibited	Prohibited	Per Sec. 27.04(12)	Per Sec. 27.04(12)	Per Sec. 27.04(12)	Prohibited	Per Sec. 27.04(12)
Projecting Signs:	<i>Per Face Area</i>	Prohibited	Prohibited	24 sq. ft.	24 sq. ft.	24 sq. ft.	24 sq. ft.	24 sq. ft.
	<i>Height</i>	Prohibited	Prohibited	not above eave	not above eave	not above eave	not above eave	not above eave
	<i>Projection from Wall</i>	Prohibited	Prohibited	4.5 feet, but not over public right-of-way	4.5 feet, but not past curb line	4.5 feet, but not over public right-of-way	4.5 feet, but not over public right-of-way	4.5 feet, but not over public right-of-way
	<i>Number of Signs</i>	Prohibited	Prohibited	One detached or projecting sign allowed per premise	One projecting sign allowed per premise	One detached or projecting sign allowed per premise	One detached or projecting sign allowed per premise	One detached or projecting sign allowed per premise
Flat Signs		1.0 sq. ft.	1.0 sq. ft. per ft. of bldg. width but not over 40% of signable area	1.5 sq. ft. per foot of bldg. width but not over 40% of signable area	1.5 sq. ft. per foot of bldg. width but not over 40% of signable area	2.0 sq. ft. per foot of bldg. width but not over 40% of signable area	1.5 sq. ft. per foot of bldg. width but not over 40% of signable area	2.0 sq. ft. per foot of bldg. width but not over 40% of signable area
Detached Signs:	<i>Height</i>	Prohibited	10 feet	14 feet	6 feet	20 feet	14 feet	20 feet
	<i>Per Face Area</i>	Prohibited	0.5 sq. ft. per ft. of lot width up to 50 sq. ft.	0.6 sq. ft. per ft. of lot width up to 100 sq. ft.	Up to 50 sq. ft.	0.8 sq. ft. per ft. of lot width up to 150 sq. ft.	0.6 sq. ft. per ft. of lot width up to 100 sq. ft.	0.8 sq. ft. per ft. of lot width up to 150 sq. ft.
	<i>Setback</i>	Prohibited	20 feet for any part of sign	15 feet for any part of sign. If sign is 6 feet high or less the setback can be 10 feet.	Conditional use based on space, landscaping and building placement and design	20 feet for any part of sign. If sign is 14 feet high then the setback can be 15 feet. If the sign is 6 feet high or less the setback can be 10 feet.	15 feet for any part of sign. If sign is 6 feet high or less the setback can be 10 feet.	20 feet for any part of sign. If sign is 14 feet high then the setback can be 15 feet. If the sign is 6 feet high or less the setback can be 10 feet.
	<i>Number of Signs</i>	Prohibited	One detached sign allowed per premise	One detached or projecting sign per premise. Directional signs not larger than 5 sf with co. name or logo will not be considered a 2nd detached sign but will count in gross sq. footage.	One detached sign may be permitted as a conditional use based on space, landscaping and building placement and design	One detached or projecting sign per premise. Directional signs not larger than 5 sf with co. name or logo will not be considered a 2nd detached sign but will count in gross sq. footage.	One detached or projecting sign per premise. Directional signs not larger than 5 sf with co. name or logo will not be considered a 2nd detached sign but will count in gross sq. footage.	One detached or projecting sign per premise. Directional signs not larger than 5 sf with co. name or logo will not be considered a 2nd detached sign but will count in gross sq. footage.
Flags		U.S. and Wisconsin flag Permitted. Also see 27.03(2)(g).	U.S. and Wisconsin flag permitted. Also see 27.03(2)(g).	One flag with the logo for the business on that premise is conditionally permitted if no larger than 40 square feet, nor higher than 30 feet. Flags under R Districts also permitted.	One flag with the logo for the business on that premise is conditionally permitted if no larger than 40 square feet, nor higher than 30 feet. Flags under R Districts also permitted.	One flag with the logo for the business on that premise is conditionally permitted if no larger than 40 square feet, nor higher than 30 feet. Flags under R Districts also permitted.	One flag with the logo for the business on that premise is conditionally permitted if no larger than 40 square feet, nor higher than 30 feet. Flags under R Districts also permitted.	One flag with the logo for the business on that premise is conditionally permitted if no larger than 40 square feet, nor higher than 30 feet. Flags under R Districts also permitted.
	<i>Temporary</i>		Per Sec. 27.06(3)	→	→	→	→	→
Window Signs	<i>Permanent</i>	Prohibited	Prohibited	Subject to general regulations	Subject to general regulations	Subject to general regulations	Prohibited	Subject to general regulations