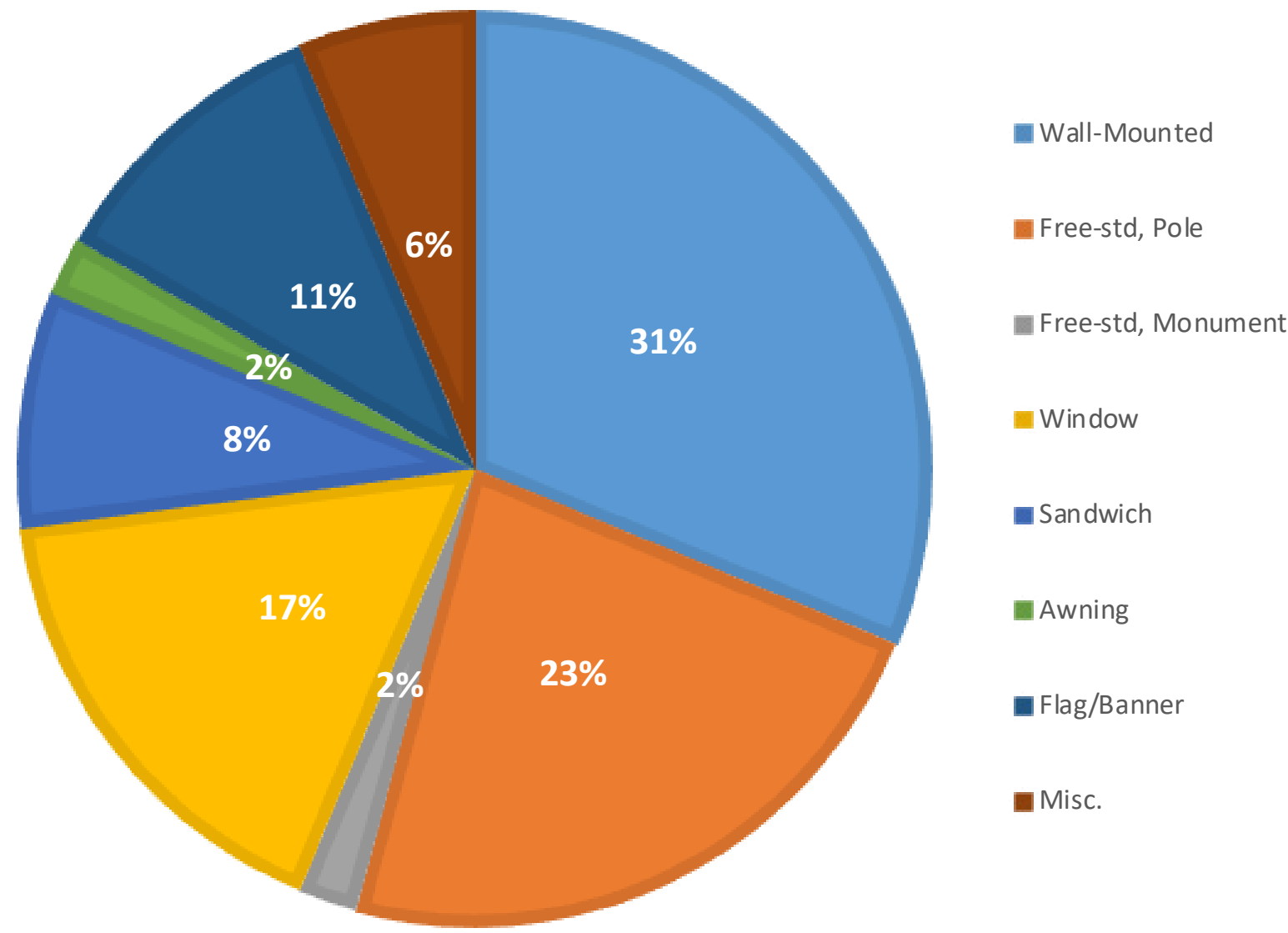


# SIGNAGE

## EXISTING SIGN INVENTORY AND REGULATIONS



Zoning	Size	Number	Road Setback
B-2	20 sq. ft., illuminated 40 sq. ft., non-illuminated	1 per building side	20 ft.
R-3	Not allowed unless for a Home Occupation		

**80%** of businesses on Wis. Ave. West have a wall-mounted sign and **20%** have a free-standing sign.

Free-standing signs are common along Wisconsin Ave. East, with large lots and greater building setbacks.

## PROPOSED SIGN REGULATIONS

Signage is permitted on properties with commercial, public and institutional and multi-family uses.

### WALL SIGN



Town of Oconomowoc

- Number of Signs
  - 1/tenant
  - >2 tenants requires a Master Sign Plan
  - Additional wall signs may be considered under unique circumstances.
- 1 sq. ft. per lineal storefront or building width, not to exceed 50 sq. ft.

### SANDWICH BOARD



City of Oconomowoc

- 1 per tenant
- Maximum 2 ft. wide X 4 ft. tall
- Cannot obstruct sidewalk traffic
- Displayed during business hours only
- No permit required

### PROJECTING SIGN



Mt. Pleasant, MI Downtown Signage Design Guidelines

- 20 sq. ft.
- 4 ft. projection
- 8 ft. sidewalk clearance
- 1 per building unless authorized through Site Plan process

### AWNING SIGN



Town of Oconomowoc

- Maximum 25 sq. ft.
- Lettering limited to 40% (50 ft. if primary sign) of awning area

### WINDOW SIGN



Town of Oconomowoc

- Maximum 40% of the storefront window area

### FREE-STANDING SIGN



Mt. Pleasant, MI Downtown Signage Design Guidelines



Town of Oconomowoc

Village of Pewaukee

- Requires a waiver in Zone 1 (Central Area)
- One (1) sign per property
- Monument, Double-Post, or Free-standing Bracket style, no Pole signs
- Maximum size of 35 sq. ft.
- Maximum height of 10 ft.
- 10 ft. from edge of sidewalk or traveled road
- 10 ft. side-yard offset
- 5 ft. landscaped area around sign base

## ILLUMINATION STANDARDS

Only 20% of existing signs are illuminated

### Permitted

- Ground lighting or mounted arm lighting
- Back-lit
- Halo-lit
- Reversed channel letters with illumination

### Not Permitted

- Digital Message Boards
- Internally illuminated signage
- Blinking or flashing lights



Mt. Pleasant, MI Downtown Signage Design Guidelines

**No illumination is permitted after 10:00 p.m. or after closing, whichever is later.**