

Comparison Communities: Signage

Wall Signs				
Municipality	No. of Signs	Area	Height	Addl. Notes
C/Oconomowoc	2 max.	1.5 SF for every linear ft. of wall length; 2nd sign 50 SF max.	Cannot exceed building height	-
C/Waukesha	-	1.5 SF per foot of bldg. width		Size cannot exceed 40% of total signage area (all types)
V/Elm Grove	-	1 SF per linear ft. of bldg. frontage or 1 SF per 200 SF of usable building area, whichever is greater		Final size determined by Building Board
V/Hartland	1	1 SF/linear ft. of bldg. frontage occupied by establishment	Cannot extend beyond parapet line	-external illumination only -cannot project more than 12" from wall
V/Pewaukee	1/bldg. or each façade facing rd or lake	30 SF or 75% of tenants lineal façade frontage, whichever is less	Cannot extend beyond parapet line	-cannot project more than 10" from wall
V/Mt. Horeb	3 max on one wall or 4 signs/bldg.	120 SF/wall or 10% of area of wall where sign is located, whichever is smaller		
V/Cedarburg		32 SF/building façade		
C/Brookfield	3 (2 if freestanding sign present)	.6 sf/ lineal front foot of the lot line OR .8 SF x building front (whichever is > to a maximum of 150 sq. ft. for retail and 100 for office or mixed uses)		Preferred method (with external illumination)



City of Oconomowoc



Village of Elm Grove

Freestanding Signs

Municipality	No. of Signs	Area	Height	Location
C/Oconomowoc	1/ lot	50 SF per side	8 ft.	10 ft. front; 5 ft. side
C/Waukesha	1 as a CU	50 SF	6 ft.	CU based on space, landscaping, bldg. placement, design
V/Elm Grove	1/frontage road	1 SF per linear ft. of bldg. frontage or 1 SF per 200 SF of usable building area, whichever is greater		Outside of ROW
V/Hartland	1/premise	Max 35 SF	Ground = 8 ft. Pole = 20 ft.	No requirements.
V/Pewaukee	1/bldg. or each side facing a street	50 SF	10 ft.	10 ft. setback/offset, 200 ft. from another freestanding sign
C/Cedarburg	n/a	32 sq. ft. per bldg. façade	8 ft.	5 ft. from curb or 6 ft. from vertical plane of property line
C/Brookfield	1	.6 sf/ lineal front foot of the lot line OR .8 SF x building front (whichever is > to a maximum of 150 sq. ft. for retail and 100 for office or mixed uses)	10 ft (up to 16 for retail uses) using geometric plane)	5 ft. from ult. ROW; other if a wall sign and a freestanding, total SF for combo of both must fall w/in guidelines
V/Mt. Horeb	1	40SF	8	1 ft.



Projecting Signs				
Municipality	No. of Signs	Area	Height	Projection from wall
C/Waukesha	1 per premises	24 SF	Not above eave	4.5 ft., but not over ROW without Public Works approval
V/Hartland	2/premises (signs total)	12 SF per business (2 max). 3+ sign plan w/ Arch. Board approval	20 ft. above adj. mean rd. CL OR height of roofline OR top of 2nd fl. Window, whichever lower. Min. 10 ft. above sidewalk and 15 ft. above driveway	4 ft. or 4 ft. into ROW
V/Pewaukee	1/bldg. or tenant	15 SF	Min. clearance of 8 ft. from lowest part of sign. Max. 15 ft.	Shall not extend more than 5 ft. over lot line or within 5 ft. of the back of curb. Shall be spaced 25 ft. apart. Shall not be located within 75 ft. of a freestanding sign.
C/Cedarburg	1/bldg.	24 SF	Min. 8 ft. clearance, unless approved by BI	Shall not extend more than 5 ft. over lot line or within 5 ft. of the curb line. Shall be spaced 25 ft. apart. In B-3, can be 15 ft. apart, but can't exceed 2 sq. ft.
V/Mt. Horeb	1/storefront	32 SF on one side of 64 SF on both sides	9 ft. clearance	Cannot extend more than 5 ft. over public sidewalk
C/Oconomowoc	-	12 SF	Min. 8' clearance	<5 ft. into ROW.
C/Brookfield	Prohibited.			
V/Elm Grove		1 SF per linear ft. of bldg. frontage or 1 SF per 200 SF of usable building area, whichever is greater		



Window Signs		
Municipality	Coverage	Other
C/Waukesha	40%	-
C/Oconomowoc	25%	No permit.
V/Hartland	25%	Inside of building
V/Pewaukee	25%	Prohibited above doorways
V/Elm Grove	50%	Temporary: 30 days max Permanent: needs permit.
C/Brookfield	25%	No permit if less than 10% window coverage. Not allowed if a wall sign is present
V/Mt. Horeb	20%	No permit.
C/Cedarburg	25%	-



Village of Hartland



Village of Elm Grove

Awning/Canopies			
Municipality	Area	Clearance	Other
C/Oconomowoc	n/a	8 ft.	Must have Public Works consent; cannot project more than 4 ft. into ROW
V/Hartland	35 SF max.	10 ft. above sidewalk; 15 ft. above driveway	No projections allowed
V/Pewaukee	Max 50% of area where sign is affixed OR 30 SF, whichever less	8 ft.	No interference with ROW
C/Cedarburg	1/4 total surface area of awning	8 ft.	Plan Commission approval if over ROW.
V/Mt. Horeb	Logo no larger than 20% of awning		Cannot project off canopy
C/Brookfield	Elevation drawings must be reviewed		
V/Elm Grove	1 SF per linear ft. of bldg. frontage or 1 SF per 200 SF of usable building area, whichever is greater		
C/Waukesha	If extend over sidewalk, Public Works approval required		



City of Oconomowoc

Sandwich Boards			
Municipality	No. of Signs	Area	Other
C/Oconomowoc	-	42" tall x 30" wide max.	No Permit. Must be on brick paver area; cannot block sidewalk
C/Waukesha	1/property	3 ft. x 4 ft. max	No Permit; Kept inside when business is closed. Cannot project outside of sign area; min. 1 ft. from curb of ROW; 4 ft. unobstructed walkway
V/Elm Grove	1/business	8 SF on any side max.; 4 ft. tall max	w/in 20 ft. of doorway but not on sidewalks, ROW or parking stall. No permit.
V/Hartland	1/business	Max 24" x 48" and must have black frame with black surface writing	On premises or in ROW. 5 ft. unobstructed walkway; 5 ft. offset from driveway; 15 ft. from sidewalk intersection. Permit required (no fee); May need BID or Arch. Board approval. Kept inside when business is closed.
V/Pewaukee	1/business	8 SF per side; max height of 4 ft.	w/in 10 ft. of entrance; 4 ft. unobstructed walkway
C/Cedarburg	1/business	8 SF/side; 4 ft. tall max	On sidewalk in front of business; cannot interfere with traffic if in ROW. Must be aesthetically compatible with Historic District.
V/Mt. Horeb	1/business	2 ft. X 4 ft.	Cannot extend more than 3 ft. onto sidewalk, as measured from property line. No Permit req'd. Must have 4 ft. of unobstructed walkway.
C/Brookfield	Not permitted.		Temp. banners or special event signs are allowed (30 sq. max) for 30 days. \$25 fee and 4/yr



Village of Elm Grove



City of Oconomowoc

Multi-tenant signs			
Municipality	No. of Signs	Area	Other
C/Oconomowoc	1/20 linear ft. of bldg		Min. 10 ft. separation. Master plan required.
V/Elm Grove	1 exterior and 1 hanging sign per business	Size TBD by Building Board	Must be uniform format
V/Hartland	2 signs max or 1 sign <= 100 SF for all businesses		
V/Pewaukee	1/tenant	30 SF or 75% of tenant's lineal façade	Can increase size with PC approval
C/Brookfield		1.5 SF x lineal front foot of tenant space	Master Sign Program required
C/Waukesha	NA	Max. size determined by sq. ft. of building width per tenant	
C/Cedarburg	1/entrance	Cannot exceed total gross signage/ number of businesses	Can only have one (projecting, pylon, freestanding or wall)
V/Mt. Horeb	1/business	120 SF; total bldg. wall limited to 10% total signage	