

Memo

To: Plan Commission

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: DISCUSSION OF SIGN CODE

Date: 21 December 2015

The village adopted the current sign code in 2012 as a means to preserve the residential character of the village. Over the past year and a half, the village has received numerous requests by property and business owners to allow for flexibility within the sign code for multi-tenant businesses. Our current sign code allows for 32 square feet per side per property, regardless of the number of tenants or the size of the building.

The plan commission discussed this topic at the last meeting and asked staff to research sign area requirements in other municipalities. Attached is a chart comparing eight different sign area requirements. Allouez is identified as "Community A" in the chart. The remainder of the municipalities will be identified and graphic examples will be provided at the meeting.

The plan commission is asked to review and discuss the sign area requirements.

	Community A	Community B	Community C	Community D	Community E	Community F	Community G	Community H
Monument Sign (1-2 tenants)	Area	32sqft/side	0.6 of lot frontage or 0.8 of building frontage, whichever is greater, maximum 50sqft	60sqft/side	30sqft/side	1sqft/store frontage, no more than 50sqft	32sqft/side in 5-10ft setback; 100sqft/side setback further than 10ft	50sqft/side
	Height	8ft	10ft	15ft	6ft	8ft	8ft for horizontal oriented signs; 14ft for vertical oriented signs	10ft
Monument Sign (3+ tenants and building < 25,000sqft)	Area	32sqft/side	75sqft/side	60sqft/side	30sqft/side	1sqft/store frontage, no more than 50sqft	32sqft/side in 5-10ft setback; 100sqft/side setback further than 10ft	50sqft/side
	Height	8ft	10ft	15ft	6ft	8ft	8ft for horizontal oriented signs; 14ft for vertical oriented signs	10ft
Monument Sign (3+ tenants and building 25,000 - 50,000sqft)	Area	32sqft/side	75sqft/side	60sqft/side	30sqft/side	1sqft/store frontage, no more than 50sqft	32sqft/side in 5-10ft setback; 100sqft/side setback further than 10ft	50sqft/side
	Height	8ft	15ft	10ft	15ft	8ft	8ft for horizontal oriented signs; 14ft for vertical oriented signs	10ft
Monument Sign (3+ tenants and building 50,000 - 100,000sqft)	Area	32sqft/side	150sqft/side	60sqft/side	30sqft/side	1sqft/store frontage, no more than 50sqft	32sqft/side in 5-10ft setback; 100sqft/side setback further than 10ft	50sqft/side
	Height	8ft	20ft	12ft	15ft	8ft	8ft for horizontal oriented signs; 14ft for vertical oriented signs	10ft
Monument Sign (3+ tenants and building > 100,000sqft)	Area	32sqft/side	225sqft/side	60sqft/side	30sqft/side	1sqft/store frontage, no more than 50sqft	32sqft/side in 5-10ft setback; 100sqft/side setback further than 10ft	50sqft/side
	Height	8ft	20ft	15ft	6ft	8ft	8ft for horizontal oriented signs; 14ft for vertical oriented signs	10ft
Electronic Message Center	Area	No restriction	35% of total sign	32sqft max, must be part of sign	None allowed	50% of total sign	24sqft/side < 5ft setback; 32sqft/side > 5ft setback	33% of total sign