

CHAPTER 27
Signs and Outdoor Advertising

27.02 Definitions

(Am. #17-11)(Am. #1-19)

In this Chapter, capitalized terms shall have the following meanings:

- (1) **A-Frame Sign.** A type of Portable Sign which rests on, but is not affixed to, the ground, consisting of two flat panels attached to each other at the top and angled outward in an “A” shape for stability.
- (2) **Area (of Sign).** The area comprising the artwork and letters, figures and designs located on a Sign, plus the Sign frame or other material, color, or condition which forms an integral part of the display and is used to differentiate such signs from the wall or background against which it is placed.
 - (a) For Detached Signs, Sign Area does not include any architectural embellishments surrounding the sign’s perimeter, other architectural details such as decorative columns and caps, or the Sign’s base structure.
 - (b) All sides of a Sign visible from any one location shall be measured in determining the Area of the Sign, except that only one side of a Sign shall be measured if the two sides are back to back or separated by an angle of 45 degrees or less.
 - (c) Tenant panels in a detached shopping center Sign shall be considered part of the tenant’s Sign Area.
 - (d) Awning Sign area shall include Sign text and graphics only, not the entire awning.
 - (e) For Signs that do not have a square border, the applicant may give the height and width of the surrounding rectangle or the actual area of the Sign. Staff will determine the Sign Area based on the dimensions given.
 - (f) Individual-letter Wall Signs with no additional sign background shall be measured as the smallest rectangle around each word.
- (3) **Awning Sign.** A Sign on an awning, defined as a roof-like cover, typically made of canvas or another fabric, projecting over windows or doors of structures for protection from the weather or as decoration.
- (4) **Banner Sign.** A Sign made of flexible material, attached to a building or structure on at least all four corners. Such signs are generally intended to be temporary in nature.

CHAPTER 27
Signs and Outdoor Advertising

27.02 Definitions

- (5) **Billboard Sign.** A Sign within City limits but not on the Premises of the business with which it is associated.
- (6) **Building Width.** The width of a building or the total widths of buildings on a Premises viewed as if all the front walls were projected to a common plane at the front property line, not including any portions which are obstructed from view.
- (7) **Cabinet Sign.** A Sign which contains all of the text and graphics on a panel housed within a single enclosed cabinet that is mounted to a wall or other surface.
- (8) **Chapter.** Chapter means Municipal Code Chapter 27.
- (9) **City Planner.** City Planner means the City Planner or persons designated by the City Planner to whom the City Planner delegates authority under this Chapter.
- (10) **Commercial.** Commercial means related solely to economic interests, related solely to profit-generating activities, or proposing a commercial transaction.
- (11) **Department.** The City of Waukesha Department of Community Development.
- (12) **Detached Sign.** A Permanent Sign located on the Premises of the business with which it is associated and not mounted on a building.
- (13) **Downtown Shopping Area.** The area within the following-described boundary and including Premises on both sides of the streets: Beginning at the West Avenue bridge over the Fox River, east on Wisconsin Avenue to the intersection of Wisconsin Avenue and Broadway, northwesterly on Broadway to the intersection of Broadway and Barstow Street, north on Barstow Street to the Fox River, southwesterly along the Fox River to West Avenue and the point of beginning.

CHAPTER 27
Signs and Outdoor Advertising

27.02 Definitions



- (14) **Dual-Post Sign.** A type of Detached Sign mounted on two or more posts or poles.
- (15) **Eaves.** The lower edge of an angled roof of a building or the top edge of the wall of flat-roofed buildings.
- (16) **Feather Sign.** A Sign consisting of a vertically-elongated banner attached at more than two points to a single pole, forming a feather or blade shape.
- (17) **Flag.** A banner attached to a pole, mast, or post on one edge, in such a way as to allow it to be moved by the wind.
- (18) **Gross Sign Area.** The total area of all Permanent Signs allowed on a Premises, including Detached Signs.
- (19) **Height (of Sign).** The distance from grade level to the highest point of a Detached Sign and its supporting structure.
- (20) **Inflatable.** Displays inflated with a gas and having the primary purpose of advertising the sale of products or services, or commercial transactions.
- (21) **Lot Width.** The length of the section of the property boundary of a parcel that is adjacent to a public right of way.

CHAPTER 27
Signs and Outdoor Advertising

27.02 Definitions

- (22) **Menu Board Sign.** A type of Sign which includes descriptions of products, menus, or specials, oriented toward pedestrians or users of a drive-through window, and having copy that is not large or bright enough to be legible from automobiles driving at normal speeds on adjacent streets.
- (23) **Monument Sign.** A Detached Sign mounted on the ground, on a pedestal, or on a similar architectural feature, but not mounted on a pylon or posts.
- (24) **Non-Commercial.** Sign content that cannot be considered advertisement of a product or service, or proposing a commercial transaction. Examples include but are not limited to: political messages, religious messages, announcements of community or charity events, or expressions of support for a sports team or other recreational organization by persons who do not have a direct financial stake in the team or organization.
- (25) **Permanent Sign.** A Sign that is installed with no expected removal date and is installed or constructed with materials and methods that indicate that it is intended to remain in place indefinitely.
- (26) **Portable Sign.** A Sign designed and intended to be movable from one location to another, the primary function of which is to advertise products or services, or commercial transactions. A-Frame Signs and sandwich board signs are examples of Portable Signs.
- (27) **Premises.** The parcel of real estate on which a Sign is located. Portions of a business Premises may be deemed to be separate Premises where there are different land uses within each portion. If more than one business occupies a parcel of real estate, that part of the first story occupied by a particular business and the lot directly in front of such business is a separate Premises, unless a larger assemblage is declared as the Premises by the owner of the parcel.
- (28) **Projecting Sign.** Any Sign mounted on the wall of a building, which projects more than 12 inches from the surface of the wall, and is primarily intended to be viewed at an angle parallel to the wall.
- (29) **Pylon Sign.** A type of Detached Sign mounted on one or more pylons or poles.
- (30) **Reader Board.** A Sign that uses arrays of light bulbs, LEDs, or other forms of illumination to display moving, stationary, or changing text, animation, or images.
- (31) **Roof Sign.** Any Sign mounted on a building situated wholly or partially above the Eaves of that part of the building to which it is mounted.
- (32) **Setback.** The horizontal distance from a Premises boundary to the closest part of a Sign.

CHAPTER 27
Signs and Outdoor Advertising

27.02 Definitions

- (33) **sf.** Square feet.
- (34) **Sign.** Any display, including its supporting structure and component parts, intended to be observed from outside for advertising, announcement, or identification in any medium. The term Sign includes all categories of Signs described in this Chapter 27, including but not limited to A-Frame Signs, Awning Signs, Banner Signs, Billboard Signs, Cabinet Signs, Detached Signs, Dual-Post Signs, Feather Signs, Flags, Inflatables, Menu Board Signs, Monument Signs, Permanent Signs, Portable Signs, Projecting Signs, Pylon Signs, Roof Signs, Temporary Signs, Wall Signs, Window Signs, and Yard Signs. Regardless of the foregoing, the following are not Signs subject to the regulations of this Chapter:
- (a) Traffic-control signs and other government messages located within a right of way.
 - (b) Traffic-control signs located within a parking lot and primarily directed to persons within the lot.
 - (c) Decorations associated with a national or religious holiday or with any community festival or similar event.
 - (d) Flags that do not contain a Commercial message.
 - (e) Works of art, including wall murals, which do not contain any Commercial content.
 - (f) Building colors and lighting that do not contain Commercial content.
 - (g) Signs located on the interior of the grounds of public recreation or institutional facilities, which are primarily oriented to persons within the grounds.
 - (h) Window displays of merchandise that are not directly attached to a window surface.
 - (i) Signs on vehicles that are used in the day-to-day operations of a business for purposes other than solely advertisement.
 - (j) Signs intended to be carried by individuals and not resting on or mounted to the ground.
 - (k) Address identification Signs of less than 4 square feet of Sign Area.
 - (l) Free-standing microphones or speakers such as those contained in a drive-through lane, which do not include a business logo or other advertisement.

CHAPTER 27
Signs and Outdoor Advertising

27.02 Definitions

- (35) **Sign Band.** An integral part of the storefront design that architecturally defines the top of the ground floor, or the location on the building's façade between the building entrance and the bottom of the second floor windows, or for a one-story building, the Eaves line.
- (36) **Temporary Sign.** A sign that is installed with a reasonable expectation that it will be removed in the foreseeable future, or is installed or constructed with materials and methods that indicate that it is not intended to remain in place indefinitely. Feather Signs, Banner Signs, and Inflatables are examples of Temporary Signs.
- (37) **Wall.** Wall has its usual meaning, and also includes building surfaces at an angle of 20° or less from vertical, even if such surfaces are contiguous with roof surfaces or covered in roofing material.
- (38) **Wall Sign.** A Sign affixed to, painted on, or otherwise inscribed directly on an exterior wall, primarily intended to be viewed at an angle perpendicular to the wall.
- (39) **Window Sign.** Any Sign mounted on the inside of a window intended to be viewed from the outside, including those painted on the glass.
- (40) **Yard Sign.** A Temporary Sign that is mounted on one or two stakes, posts, or wire legs driven into the ground in a street yard.