

VILLAGE OF THIENSVILLE
HISTORIC PRESERVATION COMMISSION
AGENDA

DATE: Wednesday, December 12, 2012 250 Elm Street
Thiensville, WI

TIME: 6:30 PM

I. CALL TO ORDER

II. ROLL CALL

Chairman:	Ronald Heinritz	
Commissioners:	Robert Blazich	Joseph Miller
	Henry Kolbeck	Mary Giuliani
	Gordon Meier	Michael Stephens

III. TIME AND DATE OF NEXT MEETING

A. February 13, 2013

IV. APPROVAL OF MINUTES

A. December 12, 2012

Documents: [HPC MINUTES 12-12-2012.PDF](#)

V. BUSINESS

A. Review And Recommendation To The Village Board Regarding Changes To The Existing Sign Code Per Request By The Plan Commission

Documents: [20130103151337955.PDF](#)

VI. OLD BUSINESS

VII. ITEMS BY CHAIRMAN

VIII. ITEMS BY COMMISSIONERS

A. Mequon/Thiensville Historic Society – Bob Blazich

B. H.P.C. Photo Inventory – Michael Stephens

IX. ADJOURNMENT

Dianne S. Robertson
January 4, 2013

Please advise the Thiensville Municipal Hall, 250 Elm Street (242-3720) at least 24 hours prior to the start of this meeting if you have disabilities and desire special accommodations.

Notice is hereby given that a quorum of the Village Board and/or Village Committees may be in attendance at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take any formal action thereto at this meeting.

VILLAGE OF THIENSVILLE
HISTORIC PRESERVATION COMMISSION
MINUTES

DATE: Wednesday, December 12, 2012

250 Elm Street
Thiensville, WI

TIME: 6:30 PM

I. CALL TO ORDER

Chairman Heinritz called the meeting to order at 6:30 PM

II. ROLL CALL

Chairman: Ronald Heinritz

Commissioners: Robert Blazich
Henry Kolbeck
Gordon Meier

Joseph Miller

Mary Giuliani (excused)

Michael Stephens

III. TIME & DATE OF NEXT MEETING

January 9, 2013 6:30 PM

IV. APPROVAL OF MINUTES

Minutes of November 14, 2012 reviewed. MOTION by Miller to approve. SECOND by Kolbeck. MOTION UNANIMOUSLY CARRIED.

V. BUSINESS

A. Review Certificate of Appropriateness for Jeff Wallace, 106-108 Green Bay Road for a new roof. The roof had been replaced prior to the date of this meeting. The replacement roof material is described as 3 dimensional asphalt shingles, and is the same color as the previous roof, i.e. charcoal/black. MOTION to approve by Stephens; SECOND by Miller. MOTION UNANIMOUSLY APPROVED.

B. Review Certificate of Appropriateness for Erica Koblarz of "A Right Path Wellness, LLC", 180 S. Main Street for a new wall sign and a sandwich board sign. The wall sign is to be aluminum, 28" wide x 17" high placed 45" from the ground to the bottom of the sign. The colors will be a light brown background with "teal" lettering. The sign will be attached to the building using concrete anchors. The sandwich board sign will be of plastic sandwich board material 24" wide x 32" high using the same color scheme as the wall sign. It is understood this sandwich board sign will be on display only during normal business hours. MOTION to approve by Blazich; SECOND by Miller. MOTION UNANIMOUSLY APPROVED.

C. Review Certificate of Appropriateness for Mary Keating of Tres Jolie Solace, 166 Green Bay Road for a new sign. The new sign replaces an existing business identification sign, and will be mounted to the front fascia board of the overhang at the main entrance to the building at the southwest corner of the building. The sign will measure 2.5' x 4.2'

and will be painted wood. The color scheme will be brown background with white lettering.

VI. OLD BUSINESS

- A. Chairman Heinritz reported the Village Sign Code is still in the process of being updated by Jonathan Censky.

VII. ITEMS BY CHAIRMAN

- A. It is reported a donation of \$225.00 has been received from Phil and Kristina Eckert, owners of 'Glaze", 149 Green Bay Road, in response to the Historic Marking Plaque presented and placed on their building.
- B. The Village's new website (www.village.thiensville.we.us) was discussed. It was the sense of the HPC that Andy LaFond should be commended and thanked for his key role in preparing this impressive website. MOTION by Blazich to extend a commendation; SECOND by Stephens. MOTION UNANIMOUSLY CARRIED.

VIII. ITEMS BY COMMISSIONERS

- A. Bob Blazich reported on progress of the Mequon/Thiensville Historic Society. There are now over 200 voting members of the Society. The Society has a website which Blazich urged HPC members to visit (www.MTHistoricalSociety.org)

IX. ADJOURNMENT

MOTION by Miller to adjourn; SECOND by Stephens. MOTION UNANIMOUSLY CARRIED to adjourn at 7:33 PM.

Submitted by:

Gordon Meier
Commissioner

B. OLD BUSINESS

- None -

C. ITEMS BY CHAIRMAN

- A. Village Appreciation Night is Wednesday October 24, 2012, 5:30 – 7:30 PM. Available Commissioners will set up a table displaying the Village History Books, and other articles, including a visual presentation. Commissioners will meet at 3:00 PM to set-up.

Kristina and Philip Eckert will be in attendance at the event to receive a marking plaque for the building their business now occupies.

- B. A report was given on the State Historic Conference September 28-29, 2012 in Madison,

WI. Chairman Heinritz and Commissioners Blazich and Giuliani attended.

Bob Blazich made mention of the progress he noted in the digitizing of records and documents. Blazich also mentioned the opportunity to meet other Historic Preservation people. Both Chairman Heinritz and Giuliani agreed on the positive value of the Conference.

Chairman Heinritz provided an update on the 146 and 150 Green Bay Road," Shully's Cuisine and Events" project. Heinritz, in a memo to Diane Robertson, agreed to allowing immediate demolition of the structure at 150 Green Bay Road prior to issuance of a building permit.

Chairman Heinritz was advised that gas meters need to be installed on the front of the new Shully facility. Heinritz gave his OK on behalf of the HPC.

A discussion ensued by the Commission as to the necessity to strictly comply with codes and regulations regarding demolition as well as all actions the HPC takes.

D. ITEMS BY COMMISSIONERS

- A. Commissioner Blazich, who is President of the Mequon-Thiensville Historical Society, reported in the Society's Annual Meeting scheduled for Sunday November 11, 2012 to be held at the City of Mequon Common Council Chambers.
- B. HPC photo inventory – Michael Stephens

E. ADJOURNMENT

MOTION by Miller; SECOND by Blazich to adjourn the meeting at 7:45 PM. MOTION UNANIMOUSLY CARRIED.

Submitted by:

Gordon Meier
Commissioner

ARTICLE V- PERMANENT SIGNS

Sec. 16.16 – Design guidelines

All signs shall be architecturally integrated with their surroundings in terms of size, shape, color, texture and lighting so that they are complementary to the overall design of the building, the aesthetics of the community and are not in visual competition with other signs in the area.

All signs shall complement their surroundings without competing with each other, shall convey their message clearly and legibly, shall be weather resistant, and if illuminated, shall not be overly bright for their surroundings and not exceed 1 foot candle of illumination at the property line. Externally illuminated signs shall have adequate shading and be directed at the sign in such a way that the lighting will not produce glare affecting oncoming vehicles.

The following additional design guidelines shall be considered in the review and consideration of signage proposed within the Village of Thiensville:

- Village of Thiensville 2010 Master Architectural Guidelines
- Town Center Plan and Design guidelines
- Historic Preservation Commission Guidelines for signs located on any historic landmark site, structure or district.

The design guidelines for signage included in Chapter 1.2.12 of the Mequon-Thiensville Town Center Design Guidelines and Phase I Concept Design Plan 2005, and from time to time amended, Historic Preservation Commission Guidelines and Architectural Guidelines shall be used as additional criteria in the review and approval of signs within the Town Center.

A. Ground or Monument signs

1. The color scheme of the sign shall follow the color scheme of the principal building, to the greatest extent practical.
2. Architectural features (e.g., sills, piers, reveals, capstone, medallions, etc.) which are part of the architectural style of the principal building shall be incorporated into the sign, to the greatest extent practical.

B. Shopping Center and Multiple-Tenant Commercial Building Signs. A shopping center or multiple tenant commercial building may provide the following signage:

1. Sign Plan Required: Sign plans for multi-tenant buildings shall be designed to complement the style, color and materials of the building. The best sign programs are integrated such that they become a natural part of the building façade. New signs proposed for existing buildings shall provide a compatible appearance with the building signage of the other tenants. With multiple signs on a single building, even where no sign program currently exists, an attempt should be made to incorporate a unifying element (such as size) to all tenant signs as they are replaced.
2. Master Identification Signage. A Master identification -sign may be provided which displays the name of the shopping center and may also include information such as, but

not limited to, names of individual stores, hours of operation and/or special sales information. The master identification sign shall not exceed ~~thirty-two (32)~~ forty (40) square feet per side in area and ~~ten (10)~~ fifteen (15) feet in height and the location shall be approved by the Plan Commission prior to issuance of a sign permit.

3. Exterior Wall Signage. One exterior wall sign may be provided for each individual tenant business that has an exterior storefront wall in a shopping center. No exterior wall sign shall extend more than twelve (12) inches out from a building's wall surface. In multi-tenant buildings, separate signage may be allowed that complies with the requirements for the maximum square footage allowed for the building frontage. The maximum area of each tenant wall sign shall be computed using the formula in Sec. 16.17 A. Wall Signs. If a tenant's store is at a corner and has two exterior storefront walls, one separate exterior wall sign may be permitted on each exterior wall as long as the combined area of both signs does not exceed 100 percent of the total area allowed for the tenant space and the sign on a minor storefront may not be more than 30 percent of the total allowed signage for the tenant.

(ALSO, SEE FIGURE 2 AND 3 IN THE APPENTIX FOR GRAPHICS AND FORMULA EXAMPLES FOR CALCULATING THE MAXIMUM AREA FOR INDIVIDUAL TENANT WALL SIGNS)

- C. Landscaping: ~~A minimum of 50 square feet of landscaping shall be designed around the base of ground/monument signs to integrate the sign with the surrounding area.~~
 1. In the case of a free-standing or monument sign, a landscaped area shall extend a minimum of five (5) feet from the base of the sign and shall be approved by the Plan Commission.
 2. Where any sign is to be externally illuminated using ground mounted fixtures, landscape planting shall be installed in such a manner to entirely shield the light source from the surrounding view. Landscaped plantings shall be of the type as will ensure effective year long screening.
- D. Internal Lighting: The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.
- E. External Lighting shall be directed at the sign only and shall not exceed 1 foot candle of illumination at the property line. Externally illuminated signs shall have adequate shading and be directed at the sign in such a way that the lighting will not produce glare affecting oncoming vehicles. ~~Externally illuminated signs are discouraged.~~
- F. Consistency within The Sign Plan: The background color, type, style and print color of the sign should be consistent. However, the use of a logo which provides identification for the business can be used to bring distinction to the business within the framework established by the sign program.

Sec. 16.17 – Signs permitted in ~~all business districts and the I-1 Institutional district~~ the B-1 district with a permit

Signs are permitted in all business and manufacturing districts the B-1 District are subject to the following restrictions: (SEE FIGURE 1 in the APPENDIX FOR EXAMPLES OF SIGN TYPES)

- A. **Wall Signs.** One wall sign per commercial building placed against and not extended more than twelve (12) inches out from a building's wall surface. The maximum area of any wall sign shall be computed using the following formula.

~~1. BUILDINGS SET BACK 30 FEET OR LESS FROM THE RIGHT OF WAY LINE~~

~~Single Tenant Buildings with a setback of thirty (30) feet or less:~~ Total maximum area of signage shall not exceed .50 feet in area for every one (1) linear foot of building front width; however, no sign shall exceed fifty (50) square feet in area for any one premise. Thus, a building with a front width of 100 linear feet would be allowed maximum wall signage of 50 square feet: $100\text{ft.} \times .5 = 50$ square feet of wall signage.

~~Multi-tenant Buildings with a setback of thirty (30) feet or less:~~ In multi-tenant buildings set back thirty (30) feet or less, separate signage for individual tenants may be allowed that in the aggregate does not exceed the maximum square footage allowed for the total building façade.

The sign area for each tenant will be proportional to the front width of the tenant space based upon and computed using the ratio of the front width of the tenant space to the total front width of the building façade.

For example,

- Tenant A has thirty (30) feet of frontage on a building with a total front width of sixty (60) linear feet that is allowed a maximum sign area of thirty (30) square feet (.5ft. X 60ft.)
- The ratio of Tenant A's front width of thirty (30) feet to the total building front width of sixty (60) feet is (30 divide by 60) or 50% of the total building width. Thus, Tenant A would be allowed a maximum sign area of ten (15) square feet.
- If Tenant B occupies twenty (20) feet of frontage, the ratio of Tenant B's front width to the total building front width is 20 divide by 60 or 33%. Thus, Tenant B would be allowed a maximum sign area of ten (10) square feet.
- The remaining tenant would be allowed five (5) square feet of wall signage.

~~2. BUILDINGS SET BACK GREATER THAN 30 FEET FROM THE RIGHT OF WAY~~

~~Buildings with a setback GREATER than thirty (30) feet:~~ Total maximum area of signage shall not exceed 0.5 feet in area for every one (1) linear foot of building front width. For a building set back thirty feet (30) or more from the right of way line, an additional 1.0 foot for each foot the building is setback over thirty (30) feet up to a maximum sign of seventy (70) square feet.

For example,

- A building with a front width of 100 linear feet that is setback 50 feet from the right-of-way line would be allowed maximum wall signage of seventy (70) square feet, as calculated below:
- (.5 feet X 100ft. = 50 square feet) Plus (1.0 feet X 20 feet = 20 square feet [the difference between a 30 foot setback and a 50 foot setback] for a total maximum sign area of 70 square feet.

Multi-tenant Buildings: In multi-tenant buildings, with a setback greater than thirty (30) feet, separate signage may be allowed that in the aggregate does not exceed the maximum square footage allowed for the total building façade. The sign area for each tenant will be proportional to the front width of the tenant space based on the ratio for the front width of the tenant space to the total front width of the building façade.

For example,

- If Tenant A occupies half a building's front width of 100 feet with a building setback of 50 feet, Tenant A would be allowed 50% of the maximum 70 square feet or a maximum allowed signage of 35 square feet.
- If Tenant B occupies twenty-five (25) feet of frontage, Tenant B would be allowed 25% of the maximum allowed signage (25 feet divide 100 feet = 25%) or 17.5 square feet.

(SEE FIGURES 2 AND 3 IN THE APPENDIX FOR FORMULA EXAMPLES AND GRAPHICS ILLUSTRATING HOW TO CALCULATE THE MAXIMUM AREA FOR WALL SIGNS)

Wayfarer signs may be deemed permissible in the historic district subject to the following limitations; one sign per commercial building placed against and not extended more than 12 inches outside of a building's wall surface and shall not exceed .75 square feet in area for every one (1) linear foot of building face on which it is mounted or shall not exceed the following calculation: building face on which the sign is mounted and building setback of face of building = total frontage and setback times .30 = total square feet allowed per building whichever is less; however, limited to 78 square feet in area and 15 feet high in the historic district; and limited to 78 square feet in total area, unless a deviation from the size requirements of this subsection is approved by the Village Plan Commission. "Height" as noted in this subsection shall be determined by measuring the entire sign, from base to top, excluding any border or framing surrounding the sign surface. Wayfarer signs including multiple advertisers may be permitted in the historic district.

B. Monument, Ground Signs and Ground-mounted Projecting Signs: There shall not be more than one freestanding monument, ground or ground-mounted projecting sign (defined as a double-sided sign face attached to a single decorative support beam using a decorative bracket) for each principal building.

1. Area of Monument and Ground Signs. The area of a monument or ground sign shall be proportional to the size of the building and distance back from the right-of-way. Monument and ground signs shall not exceed twelve (12) square feet on one side nor twenty-four (24)

feet on all sides for any one premises, except in the case of multi-tenant buildings as regulated in Sec. 16.16 DESIGN GUIDELINES of this chapter, the master identification sign shall not exceed thirty-two (32) square feet in area and ten (10) feet in height and the location shall be approved by the Plan Commission prior to the issuance of a sign permit.

2. Location. A monument or ground sign may not be located closer than four (4) feet to any property line or driveway. Monument or ground signs shall meet the following setback requirements: Front yard setback: 0 feet. Side yard setback: ten (10) feet; setback from driveway ~~ten (10)~~ four (4) feet. Under no condition shall a sign be allowed within the street right-of-way.
3. Height. Ground or monument signs shall not exceed six (6) feet in height as measured from preconstruction grade at the base of the sign except that decorative finials attached to the top of the supports may be up to six (6) inches above the six (6) foot height maximum for supports. A monument sign base shall not project higher than three (3) feet, as measured from preconstruction grade at the base of the sign. The face of a monument sign may not exceed three (3) feet in height.
4. Design. Monument signs and ground signs shall have a base constructed of brick, stone or wood. Ground supports shall be constructed of brick, stone or wood and shall be architecturally designed.
5. Area of Ground-mounted Projecting Signs. A ground-mounted projecting sign may have no more than two faces (back to back) and the maximum area of the sign face may be no greater than (9) square feet in area for each face.
6. Height of a ground-mounted projecting sign. The maximum height of the sign face for a ground-mounted projecting sign may be no higher than six (6) feet six (6) inches above grade. The maximum height of the support structure is shall not exceed eight (8) feet.
7. Location of a Ground-mounted Projecting Sign. Ground-mounted projecting signs may ~~project no further extend no~~ further than three (3) feet from the support structure and the far end of the sign face may be no closer than three (3) feet to the ultimate right-of-way.
8. Landscaping. ~~A minimum of 50 square feet of landscaping shall be designed around the base of ground/monument and ground-mounted projecting signs to integrate the sign with the surrounding area shall extend a minimum of five (5) feet from the base of the sign and shall be approved by the Plan Commission.~~
9. Time and Temperature Devices may be erected as either monument signs or wall signs and shall meet all requirements attendant to those sign types. No time and temperature device, however, shall be located closer than 750 feet to another time and temperature device, or exceed twenty-five square feet in area.
10. Internal Lighting: The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.

C. **Marquee, Awning, Window or Canopy Signs** affixed flat to the surface of the marquee, awning, window or canopy are permitted provided that the sign does not extend vertically or horizontally beyond the limits of said marquee, awning, window or canopy. Plastic type awnings of any kind are not allowed. "Traditional" type awnings/canopies are strongly recommended. A

marquee, awning or canopy sign may extend to within one (1) foot of the vertical plane formed by the curb. A name sign not exceeding four (4) square feet in area located immediately in front of the entrance to an establishment may be suspended from a canopy provided that the name sign shall be at least eight (8) feet above the sidewalk. The gross surface of an awning, canopy or marquee sign shall not exceed fifty (50) percent of the gross surface area of the face of the awning, canopy or marquee to which such sign is affixed or thirty (30) square feet in area, whichever is less.

D. Building-mounted Projecting Signs (including Awning Signs) shall be permitted in the Village subject to the following requirements:

1. The owner of a projecting sign must file with the Village Clerk a current certificate of insurance before he/she shall be permitted to install a projecting sign over a public right-of-way, and must maintain a certificate of insurance that complies with the terms of this ordinance at all times while the sign is displayed.
2. The certificate of insurance purchased and maintained by the sign owner must have commercial general liability aggregate of a minimum of \$1,000,000.00, and must name the Village of Thiensville as an additional insured party.
3. The projecting sign shall be illuminated from the exterior only. No interior illumination shall be permitted on projecting signs.
 - a. The projecting sign shall in no case be closer than two (2) feet from a curb or project more than four (4) feet from the façade of a building; and shall have a minimum clearance of eight (8) feet, measured grade level to the bottom of the sign, and a maximum height of twelve (12) feet, measured grade level to the top of the sign; and shall not exceed ~~nine (9)~~ sixteen (16) square feet in area per surface; and shall have no more than two (2) surfaces, a front and a back, both of which are perpendicular to the building façade.
 - b. The projecting sign must be mounted firmly, in a workmanship-like manner and projects more than one foot, generally perpendicular from a structure or building face.

(SEE FIGURE 4 IN THE APPENDIX FOR MEASURING HEIGHT AND CLEARANCE OF SIGNS)

E. A-frame/Sandwich Board Signs. ~~An a-frame/Sandwich Board Sign is a portable sign that stands on the ground, has two sides of which form a triangle (A-frame).~~ No A-frame sign shall be permitted until a permanent sign has been permitted for the premises.

1. One A-frame Sign is allowed per business by permit and shall stand no more than four (4) feet in height with each sign surface not to exceed eight (8) square feet. A-frame signs shall not exceed fifteen (15) square feet per side and shall be placed on private property. A-frame signs shall be secured in a manner acceptable to the Building Inspector.
2. A-frame signs can only be placed within the linear building frontage of the business or entity it represents and can only advertise that business.
3. A-frame signs can only be displayed during the business hours of the entity it represents.
4. A-frame signs must be built in a professional manner of durable materials such as wood or plastic composites that mimic wood and must be framed around d the edges.

5. A-frame signs must be placed so as not to block building entrances, exits, sidewalks or other traveled right-of-way areas, and on private property when available. If there is no private location for an A-frame sign, only then will public right-of-way be considered for placement.
6. A-frame signs must be adequately weighted or anchored to prevent movement by wind or other elements.

F. Window Signs.

Permanent window signs (WINDOW VINYLs) shall be placed only on the inside of the windows of commercial buildings and shall not exceed thirty (30) percent of the total glass area of the pane upon which the sign is displayed. Permanent window signs may be placed on the interior of the glass doors to a commercial building and shall not exceed twenty-five (25) percent of the glass pane upon which the sign is displayed.

(PLEASE SEE SECTION 17.0704 SIGNAGE REQUIREMENTS FOR UNIQUE AND UNUSUAL CIRCUMSTANCES.

Sec. 16.17a. Signs allowed in all other Commercial and Institutional Districts. For commercial and institutional uses in the B-2, B-3, B-4 and I-1 Districts only the following signs are hereby allowed subject to Plan Commission approval and issuance of a sign permit.

1. Wall signs.

- a. Number. There shall not be more than one wall sign for each principal building placed against and not extended more than 12 inches outside of the building's wall surface except for multi-tenant buildings as regulated in Section _____ of this chapter and except in the case of buildings that front two public streets, one may be permitted for each façade facing a public street.
- b. Area. The gross surface area of a wall sign shall not exceed 0.5 feet in area for every (1) linear foot of building front width or 60 square feet, whichever is smaller.
- c. Location. A wall sign may be located on the outermost wall of any principal building but shall not extend further than 12 inches out from the building's wall surface.
- d. Height. The wall sign shall not project higher than the parapet line of the wall to which it is affixed. A wall sign shall not exceed 12 feet in height from the base of the building wall to which it is affixed.
- e. Internal Lighting: The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.

f.

2. Freestanding, pole or monument signs. Monument signs are encouraged by the Village in areas where a freestanding or pole signs are not appropriate, such as a very small front yard.

- a. Number. There shall not be more than one freestanding, pole or monument sign for each principal building.

- b. Area. The gross surface area of a freestanding, pole or monument sign shall not exceed forty (40) square feet on one side nor eighty (80) square feet on all sides, except in the case of multi-tenant buildings as regulated in Sec. 16.16 DESIGN GUIDELINES of this chapter. Freestanding, pole or Monument Signs. Freestanding, pole or Monument Signs shall not exceed fifteen (15) feet in height above the finish grade at the base of the sign.
- c. Location. A freestanding, pole or monument sign may not be located closer than four (4) feet to a public road ultimate right-of-way, property line or driveway.
- d. Height. A freestanding/pole sign shall not extend higher than fifteen (15) feet from the grade at the base of the sign. A monument sign shall not extend higher than six (6) feet from the grade at the base of the sign.
- e. Internal Lighting: The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.

3. Window signs.

- a. Neon signs. Each business tenant shall be allowed to display on each public streets it fronts a neon sign not to exceed 300 square inches in size for 50 percent of the window area, whichever is less. Neon signs shall emit a steady light and only be illuminated during business hours. Blinking, flashing, strobe or other light animation shall not be allowed.
- b. Temporary signs. Temporary, non-illuminated signs covering less than 25 percent of the individual window area shall be allowed.
- c. Business decals. Business decals not exceeding two square feet in size shall be allowed.

4. Multiple Tenant Signs. In accordance with the regulations in Section 16.16-Design Guidelines, multiple tenant buildings located in the B-2, B-3, B-4 and I-1 Districts shall be limited to one wall sign per tenant not exceeding 30 square feet. The multiple tenants may also share the free standing sign. Major tenants may be allowed a larger wall sign subject to Plan Commission approval.

5. Building Mounted Projecting Signs.

- a. The owner of a projecting sign must file with the Village Clerk a current certificate of insurance before he/she shall be permitted to install a projecting sign over a public right-of-way, and must maintain a certificate of insurance that complies with the terms of this ordinance at all times while the sign is displayed.
- b. The certificate of insurance purchased and maintained by the sign owner must have commercial general liability aggregate of a minimum of \$1,000,000.00, and must name the Village of Thiensville as an additional insured party.
- c. The projecting sign shall be illuminated from the exterior only. No interior illumination shall be permitted on projecting signs.
- d. The projecting sign shall in no case be closer than two (2) feet from a curb or project more than four (4) feet from the façade of a building; and shall have a minimum clearance of eight

- (8) feet, measured grade level to the bottom of the sign, and a maximum height of twelve (12) feet, measured grade level to the top of the sign; and shall not exceed twelve (12) sixteen (16) square feet in area per surface; and shall have no more than two (2) surfaces, a front and a back, both of which are perpendicular to the building façade.
- e. The projecting sign must be mounted firmly, in a workmanship-like manner and projects more than one foot, generally perpendicular from a structure or building face.
(SEE FIGURE 4 IN THE APPENDIX FOR MEASURING HEIGHT AND CLEARANCE OF SIGNS)

SECTIONS 16.24—~~Signage Requirements for unique and unusual circumstances~~

~~In the case of those properties that are unable to accommodate any of the types of signage permitted by this ordinance due to unique and unusual circumstances of the site, or when a sign does not meet the letter of the regulations contained herein but is more compatible with the building or site, with adjoining uses as well as the general character of the area and/or zoning district in which the sign is located, or where there are site specific hardships such as topographic aberrations and visual encumbrances, the Plan Commission may, in its judgment, waive or modify the provisions of this chapter where it would further the public interest.~~

~~OR SIMPLY~~

SECTION 16.24 Variances

The Plan Commission may, in its judgment, waive or modify the provisions of this chapter where it would further the public interest.