

Signage Summary

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



14 of the **31** properties that display signage have more than **one** sign.



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



25% are wall-mounted project wide, often with overhead lights or back lit.

Comparison Communities



Free-standing monument sign

Municipalities frequently determine maximum size of a wall-mounted sign through a ratio or percentage of a building's width.

Flexibility appears limited.

Generally, sandwich board and window signs do not require permits, but there are regulations to follow.



C/Oconomowoc, sandwich board



V/Elm Grove, window signs

Okauchee Signage



Internally-lit sign (20 sq. ft.)



Awning sign



Free-standing pole sign with marquee (approved via variance). 11'9" tall, 36 sq. ft., double sided & illuminated. Located outside of ROW



Free standing post sign face (20 sq. ft. sign face), externally lit. Overall 10'6" H x 9' W x 5 D



Projecting sign, oriented to pedestrian and driver (16 sq. ft.)



Free-standing post sign (15 sq. ft.) 20 ft. setback from ROW



Externally-lit wall sign (12 sq. ft.)



Free standing sign with monument base



Window signage



Monument sign

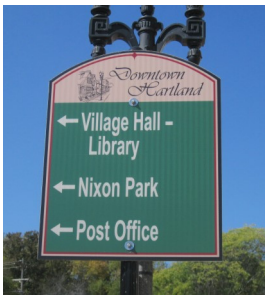
Signage in Waukesha County



Wall signs and projecting signs, 0' setback (Elm Grove)



Wall sign, projecting sign, sandwich board and window advertising (C/Oconomowoc)



Municipal/directional signage



Monument sign with landscaping (Hartland)



Externally-lit wall sign (Elm Grove)



Externally-lit uniform wall signs (Pewaukee)



Free-standing post sign in transitional area on Oakton Rd, Pewaukee