



# City of West Allis

## Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
O-2008-0038	Ordinance	In Committee
Ordinance to Create Subsections 13.21(13)(h)1c(iii), 13.21(13)(h)2e(iii) and 13.21(15)(b)4 of the West Allis Revised Municipal Code Relating to Restricting Wall Signage Along an Alley and to Create Subsection 13.21(11)(c) Relating to Allowing Guidance Signs		
Introduced: 8/5/2008		Controlling Body: Public Works Committee Safety & Development
		Sponsor(s): Martin J. Weigel / Rosalie Reinke

### COMMITTEE RECOMMENDATION

Pass

As amended

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
8-5-2008		✓	Barczak				✓
			Czaplewski	✓			
			Kopplin				✓
	✓		Lajsic		✓		
			Narlock		✓		
			Reinke		✓		
	✓		Roadt	✓			
			Sengstock	✓			
		✓	Vitale		✓		
			Weigel	✓	✓		
TOTAL				9	0		

### SIGNATURE OF COMMITTEE MEMBER

Chair

Vice-Chair

Member

### COMMON COUNCIL ACTION

Pass As Amended

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
AUG 05 2008			Barczak				✓
			Czaplewski	✓			
			Kopplin				✓
			Lajsic	✓			
			Narlock	✓			
			Reinke	✓			
			Roadt	✓			
			Sengstock	✓			
		✓	Vitale	✓			
	✓		Weigel	✓			
TOTAL				8	1		2



# City of West Allis

## Ordinance

**File Number: O-2008-0038**

**Final Action:**

**Sponsor(s):** Martin J. Weigel

Ordinance to Create Subsections 13.21(13)(h)1c(iii), 13.21(13)(h)2e(iii) and 13.21(15)(b)4 of the West Allis Revised Municipal Code Relating to Restricting Wall Signage Along an Alley and to Create Subsection 13.21(11)(c) Relating to Allowing Guidance Signs.

The Common Council of the City of West Allis do ordain as follows:

PART I. Subsection 13.21(13)(h)1c(iii) of the Revised Municipal Code of the City of West Allis is hereby created to read:

### 13.21 SIGN CODE.

\* \* \*

#### (13) Master sign program.

\* \* \*

#### (h) Wall Signage (Master Sign Program).

##### 1. Multi-tenant commercial buildings.

\* \* \*

c. Placement. A wall sign must be placed on an exterior wall of the tenant's space, which the sign identifies.

\* \* \*

(iii) Wall signs facing an alley shall be no larger than <sup>5</sup>10 sq. ft. in area and shall not be illuminated.

\* \* \*

*shall be located on  
the rear entry door*

PART II. Subsection 13.21(13)(h)2e(iii) of the Revised Municipal Code of the City of West Allis is hereby created to read:

13.21 SIGN CODE.

\* \* \*

(13) Master sign program.

\* \* \*

(h) Wall Signage (Master Sign Program).

\* \* \*

2. Buildings greater than twenty-five thousand (25,000) square feet of building area.

\* \* \*

e. Placement. A wall sign must be placed on an exterior wall of the tenant's space, which the sign identifies.

\* \* \*

(iii) Wall signs facing an alley shall be no larger than <sup>5</sup>10 sq. ft. in area, and shall not be illuminated. *shall be located on the rear entry door.*

\* \* \*

PART III. Subsection 13.21(15)(b)4 of the Revised Municipal Code of the City of West Allis is hereby created to read:

13.21 SIGN CODE.

\* \* \*

(15) Wall signs.

\* \* \*

(b) Size Requirements and Location.

\* \* \*

4. Wall signs facing an alley shall be no larger than <sup>5</sup>10 sq. ft. in area, and shall not be illuminated. *shall be located on the rear entry door*

PART IV. Subsection 13.21(11)(c) of the Revised Municipal Code of the City of West Allis is hereby created to read:

13.21 SIGN CODE.

\* \* \*

(11) Signs in the public right of way.

\* \* \*

(c) Guidance signs.

1. Any person or persons conducting a summer or winter resort, hotel, or any place of public entertainment or instruction, or any place of religious worship may be granted permission from the Board of Public Works for erection of guidance signs of a type approved by the Board of Public Works subject to the conditions contained in this subsection. *The application shall be filed with the Department of Development along with a \$500.00 fee for the Public Works Department's cost for materials and labor of the manufacturing and erection of the guidance sign.*
2. All guidance signs and their supports shall be constructed, erected and maintained by the Public Works Department, and guidance signs shall be uniform in size as prescribed by the Board of Public Works. ~~Applicants shall pay the Public Works Department the cost for materials and labor of the manufacturing and erection of the guidance sign.~~
3. No guidance sign may be permitted on freeways, including the national system of interstate highways.
4. Only where such institution or business is located removed from the state trunk highway system, state connecting highway, county trunk highway, or arterial streets, as defined by the Wisconsin Department of Transportation, may such guidance signs be erected.
5. Such guidance signs may be erected at only 2 intersections of the state trunk highway system/state connecting highway with county trunk highways or local roads, and at such intersections of county or local ~~highways~~ *highways roads* as are deemed necessary by the Board of Public Works.
6. No person may be permitted to erect or maintain a guidance sign on a highway or road if that person has any advertising sign in the vicinity of the intersection where the guidance sign is proposed to be erected, or has a business sign on the same highway or road, or whose business's occupancy building is less than 5,000 sq. ft. in area.
7. No flashing, illuminated or reflecting signs or installation shall be permitted.
8. No guidance sign may be erected upon state trunk highway right of way at an intersection with the state trunk highway system until the location and manner of erection of the sign have the written approval of the Department of Transportation.
9. Provisions from the Wisconsin Administrative Transportation Code 200.03 shall be complied with at all times.

PART V. All ordinances or parts of ordinance contravening the provisions of this ordinance are hereby repealed.

PART VI. This ordinance shall take effect and be in force from and after its passage and publication.

cc: Department of Development  
City Attorney's Office  
Building Inspections & Zoning Department  
Engineering Department  
Public Works Department

ATTO-Create Subs 13.21(13),(15) & (11)-Signage

**PASSED** \_\_\_\_\_

**APPROVED** \_\_\_\_\_

\_\_\_\_\_  
Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

\_\_\_\_\_  
Dan Devine, Mayor



# City of West Allis

7525 W. Greenfield Ave.  
West Allis, WI 53214

## Ordinance

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**File Number: O-2008-0038**

**Final Action: 8/5/2008**

**Sponsor(s):** Martin J. Weigel

Ordinance to Create Subsections 13.21(13)(h)1c(iii), 13.21(13)(h)2e(iii) and 13.21(15)(b)4 of the West Allis Revised Municipal Code Relating to Restricting Wall Signage Along an Alley and to Create Subsection 13.21(11)(c) Relating to Allowing Guidance Signs.

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c. Placement. A wall sign must be placed on an exterior wall of the tenant's space, which the sign identifies.

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(iii) Wall signs facing an alley shall be no larger than 5 sq. ft. in area, shall be located on the rear entry door and shall not be illuminated.

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9. Provisions from the Wisconsin Administrative Transportation Code 200.03 shall be complied with at all times.

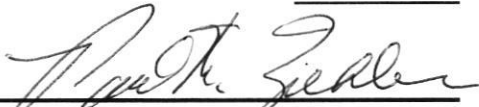
PART V. All ordinances or parts of ordinance contravening the provisions of this ordinance are hereby repealed.

PART VI. This ordinance shall take effect and be in force from and after its passage and publication.

cc: Department of Development  
City Attorney's Office  
Building Inspections & Zoning Department  
Engineering Department  
Public Works Department

ATTO-Create Subs 13.21(13),(15) & (11)-Signage

**PASSED AS AMENDED** 08/05/2008



Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

**APPROVED AS AMENDED** 8/8/08



Dan Devine, Mayor

COMMUNITY **CNI** NEWSPAPERS

## AFFIDAVIT OF PUBLICATION

0003167582

WEST ALLIS CITY OF-LEGALS  
CLERK/TREASURER'S OFFICE  
7525 W GREENFIELD AVE

West Allis, WI 53214

Patti Guerrero hereby states that she is authorized by Journal Sentinel Inc. to certify on behalf of Journal Sentinel Inc., publisher of Community Newspapers, public newspapers of general circulation, printed and published in city and county of Milwaukee; was published in the My Community Now- Midwest on 8/21/2008 ;that said printed copy was taken from said printed newspaper(s).

  
Patti Guerrero

State of Wisconsin )  
 ) SS:  
County of Milwaukee)

Subscribed and sworn before me this 22<sup>nd</sup> day of August, 2008.

Barbara Boyd

Notary Public State of Wisconsin

My Commission Expires 4-10-11

