

MULTI-TENANT COMMERCIAL BUILDINGS
(3+ INDIVIDUAL TENANTS OR BUILDINGS/CENTERS 25,000+ SQ. FT. OF BUILDING AREA)
SIGNAGE SUBMITTAL GUIDELINES AND POLICIES FOR A MASTER SIGN PROGRAM

FREESTANDING SIGNS

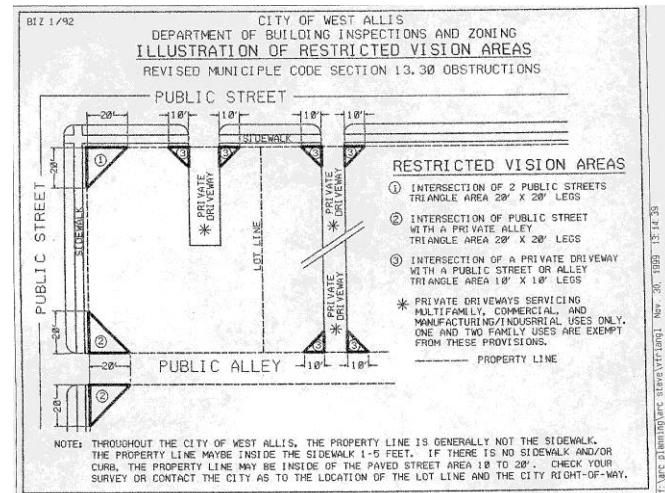
- Multi-tenant commercial buildings OR buildings/centers 25,000-50,000 sq. ft. in area are permitted one (1) freestanding sign no more than **75 sq. ft. in area, 10 ft. height maximum**
- Buildings/centers 50,000-100,000 sq. ft. in area are permitted one (1) freestanding sign no more than **150 sq. ft. in area, 12 ft. height maximum**
- Buildings/centers 100,000-300,000 sq. ft. in area are permitted one (1) freestanding sign per arterial street of no more than 150 sq. ft. in area OR one (1) freestanding sign no more than **225 sq. ft. in area, 15 ft. height maximum**

Sign Design:

- 2-ft. minimum masonry base to match/compliment building
- Changeable copy not to exceed 25% of sign face area
- If internally illuminated, opaque background required
- Number of tenant panels NOT restricted
- Landscaping stipulation

Other Submittal Requirements:

- Dimensions, materials, and colors of sign
- Site plan showing proposed location of sign, including distance between sign and property line(s)
- Vision triangle dimensions (*see picture*)
 - Plan Commission may grant exception to vision triangle requirements

**WALL SIGNS****Sign Area Calculation:**

- Multiply 1.5 sq. ft. times the lineal foot of business frontage = permitted sign face area
- Maximum sign area: **200 sq. ft., or as approved by Plan Commission**

Number of Signs:

- Two wall signs permitted (per tenant); no more than one sign per façade (per tenant). Wall signage must be placed on an exterior wall of the business in which the sign identifies.

Other Submittal Requirements:

- Dimensions, materials, and colors of sign
- Building elevations showing proposed location of sign

Projecting Signs:

- A Grant of Privilege will be required for signs over the right of way. One projecting sign is permitted per street frontage for each tenant, not to exceed 16 sq. ft. in area. Multi-story buildings are permitted an additional 16 sq. ft. for each additional level.

**** Please submit 5 color copies of signage proposal, application, and \$100 signage review fee to the Department of Development by the first Friday of the month. Plan Commission meets the fourth Wednesday of the month. Upon approval by the Plan Commission, you may apply for a sign permit with the Building Inspections and Zoning Department. Contact Terry Tauschmann at 414-302-8409 for a sign permit application and fee schedule.**

**** Each individual sign proposed in accordance with an approved Master Sign Program must be applied for and permitted separately in accordance with this section and in no event shall any recommendation or approval of a Master Sign Program be deemed an approval of or a permission to construct any particular sign under that program.**