

**31.07 WALL, ROOF AND ABOVE-ROOF SIGNS.**

- (1) Wall and roof signs may be displayed in the commercial, manufacturing and office districts, subject to the requirements of the Tables of Permitted Signs, Sec. 31.15(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall. Wall and roof signs may be illuminated subject to Sec. 31.04(5)(k).
- (2) Wall and Roof Signable Area. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.
  - (a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
    1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.
    2. For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per facade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per facade, will be allowed.
  - (b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:
    1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
    2. Roof Signs. The signable area for a roof signs is one (1) designated area of the roof that is free of windows and doors or major architectural detail, that extends no higher than the roofline.
    3. Measuring Signable Area. The size of the signable area is determined by calculating the number of square feet that are enclosed by an imaginary rectangle or square drawn around the area selected pursuant to 1. and 2. above, and sub. (3) below.
- (3) Above-Roof Signs. An above-roof sign is a sign, any portion of which is displayed above the roofline. Above-roof signs may be displayed in the M1 and M2 manufacturing districts and as allowed in Sec. 31.04(2)(b)2.b.iii. and iv., if no wall or roof sign is displayed on the corresponding facade. The signable area for an above-roof sign is calculated on the corresponding wall facade and can be transferred above the roof line. An above-roof sign may extend to a maximum height of ten (10) feet above the roofline.
- (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in Sec. 33.24(4)(b)1.,) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available. If the net area is measured by lineal feet of building frontage, the total net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above. However, the net area for wall signs in the RPSM and RDC districts shall be a maximum of one-hundred (100) square feet per sign, or one hundred percent (100%) of the signable area, whichever is less.