

MINUTES OF THE COMMON COUNCIL MEETING HELD VIA ZOOM MEETING ON WEDNESDAY,
FEBRUARY 17, 2021

A. Call to Order & Roll Call

The meeting was called to order by Mayor Neitzke at 7:00 p.m.

Present: Alderpersons Denise Collins, Bruce Bailey, Karl Kastner, Pamela Akers, Shirley Saryan

Also present: Brian Sajdak, City Attorney; Jeff Katz, Director, Neighborhood Services; Kristi Porter, Community Development Manager; Ray Radakovich, Assistant Police Chief; Darren Rausch, Health Officer/Director; Jennifer Goergen, City Clerk.

B. Opening Prayer

A prayer was given by Pastor Tim Vik.

C. Pledge of Allegiance

D. Approval of the February 2, 2021 Common Council minutes

Motion by Ald. Kastner, seconded by Ald. Akers, to approve. Motion carried unanimously.

E. Mayor's Report

1. Discussion and decision to approve NextGen 9-1-1 Reimbursement Grant. (Johnson)

Mayor Neitzke said this requires a payment by us. Upon completion, the city is reimbursed 60% of the cost of the upgrade. He urges approval.

Motion by Ald. Saryan, seconded by Ald. Akers, to approve.

Under discussion, Assistant Chief Ray Radakovich said this grant is for hardware within the 9-1-1 answering center. It was near the end of its life. The grant will allow the upgrade within 2021. Ald. Collins and Ald. Akers thanked Captain Sean Licht for obtaining the grant.

On a roll call vote, motion carried unanimously.

F. Aldermanic Reports

Ald. Collins thanked the Clerks Office and the Department of Public Works (DPW) for their work with the election. Ald. Akers thanked DPW workers who have been staying very busy with the snow clearing.

G. Announcements – Mayor Neitzke said Almighty Vinyl is booked for July at the Amp.

H. Citizen Commentary – None.

I. Old Business

1. Appointments to various committees and commissions:

a. Mayor appointments, confirmed by Council:

- i. Two members to the Community Development Authority for a term to expire 2/19/25 (currently Troy Chowanec, James Hodson)
Motion by Ald. Akers, seconded by Ald. Collins, to confirm Mayor Neitzke's reappointment of all current members and alternate members listed under agenda items I.1.a.i. and ii. Motion carried unanimously.
- ii. Two alternate members to the Community Development Authority for a term to expire 2/19/25 (currently Bennett Rucka, David Schilz)
Motion to confirm reappointments made under agenda item I.1.a.i.

b. Mayor appointments:

- i. One alternate member to the Zoning Board of Appeals for a term to expire 5/1/21 (formerly Denise Kunz) - to be placed on the NEXT AGENDA.

J. New Business

1. Approve applications for 2020-2021 operator licenses (Goergen)

Motion by Ald. Kastner, seconded by Ald. Akers, to approve. Motion carried unanimously.

2. Claim received from Fred & Penny 4111 LLC (Goergen)

a. Adopt resolution to disallow claim of Fred & Penny 4111 LLC (Sajdak)

Motion by Ald. Kastner, seconded by Ald. Akers, to adopt Resolution No. 3791 [resolution at end of minutes]. On a roll call vote, motion carried unanimously.

3. Claim received from Jason Chitwood (Goergen)

Referred to City Attorney.

4. Approve a Special Use Review and Site Plan Review for an ownership change to Rosen Hyundai, an existing business located at 6133 S. 27 St., submitted by Katherine G. Bills, d/b/a Reinhart Boerner Van Deuren s.c. (Tax Key No. 691-9841-009) (PC-2/09/21 Kastner)

Motion by Ald. Collins, seconded by Ald. Kastner, to approve. On a roll call vote, motion carried unanimously.

Minutes are not official until formally approved by the Common Council at the next scheduled meeting.

5. Approve a Special Use Review and Site Plan Review for an ownership change to Home Town gas station/convenience store, an existing business located at 5235 W. Loomis Rd., submitted by Khadisa Imayat, d/b/a Hasham Petroleum, LLC. (Tax Key No. 648-0008-003) (PC-2/9/21 Kastner)

Motion by Ald. Kastner, seconded by Ald. Collins, to approve. On a roll call vote, motion carried unanimously.

6. Approve a Certified Survey Map for proposed combination of parcels located at 4267 W. Loomis Rd., submitted by Jeffrey Katz, Director, Department of Neighborhood Services. (Tax Key No. 600-9956-006) (PC-2/9/21 Kastner)

Motion by Ald. Kastner, seconded by Ald. Collins, to approve. Motion carried unanimously.

7. Approve an Ordinance to repeal and recreate Chapter 19 – Sign Code of the Municipal Code. (PC-2/9/21 Kastner)

Community Development Manager Kristi Porter recommended two amendments to the proposed ordinance. The first amendment is to include a fee that is already part of the municipal code in Chapter 3. The second amendment is to cap electronic message centers at 24 square feet in area.

Motion by Ald. Kastner, seconded by Ald. Bailey, to adopt Ordinance No. 2973 [ordinance at end of minutes; amendments made during meeting shown by underlining].

Under discussion, Ald. Bailey asked if the ordinance addressed an issue with a sign near the community center around election time. Attorney Sajdak said that change was made previously in the fall. This new change does potentially impact election signs in that it limits the total square footage of signs on a property, including on residential property, but the "meat and potatoes" of election sign regulations are located in a different portion of the city's code.

Mayor Neitzke asked if a 4x8 election sign temporarily placed prior to an election would be allowed?

Ms. Porter said the limit is 32 square feet for temporary signs and no permit would be required.

Ald. Kastner asked if the limit would be 12 square feet for these signs when located on a residential property?

Ms. Porter said that is correct.

Mayor Neitzke said the typical sign is 3x5 feet, so we may want to change that to 15 square feet.

Ald. Kastner asked about flagpoles. Is it prohibited to put them close the property line by the road? Ms. Porter said flagpoles must be set back from all property boundaries "a distance that is equal to the height of the flagpole."

Ald. Kastner said there are already some in his district that don't meet that requirement.

Attorney Sajdak said existing ones would be grandfathered, but new ones would be required to comply.

Mayor Neitzke asked if there are restrictions against "monster flagpoles."

Ms. Porter said they couldn't exceed the height of a primary structure on the property, and could not exceed 25 feet in height [in residential districts]. In non-residential properties, she said it can't exceed "the allowed height provided for a structure or building in the applicable zoning district, or 50 feet, whichever is higher."

Ald. Saryan asked if this requirement should be changed, as she is aware of flagpoles in her district that are quite high.

Ms. Porter said regulations do change over time, and the requirements would apply to new flagpoles.

Mayor Neitzke said people could request a waiver.

Ald. Saryan said she doesn't want to be inundated with waiver requests.

Ms. Porter said the height limit would be equivalent to a four-story building in a non-residential district.

On a roll call vote, the motion carried unanimously.

8. Discussion and decision to sign an agreement with Milwaukee County in the amount of \$718,509.50 for the City's share of the cost to reconstruct Layton Avenue from 27th Street to 43rd Street. (Katz)

Motion by Ald. Kastner, seconded by Ald. Akers, to approve. On a roll call vote, motion carried unanimously.

9. Discussion and decision to award a contract for the project 1909 St. Francis Neighborhood Reconstruction Phase 2 to Vinton Construction in the amount of \$1,625,038.98. (Katz)

Motion by Ald. Kastner, seconded by Ald. Collins, to approve. On a roll call vote, motion carried unanimously.

10. Discussion and decision to award a contract for the project 1904 Concrete

Rehabilitation to LaLonde Contractors in the amount of \$ 372,998.90. (Katz)
Motion by Ald. Kastner, seconded by Ald. Akers, to approve.

Jeff Katz, director of Neighborhood Services, said this contractor previously did the Morgan Ave. project. This project is for concrete repairs near S. 76th Street in front of Pick n Save and on W. Cold Spring Road between S. 84th Street and S. 92nd Street, and also includes some work between W. Forest Home Avenue and S. 68th Street by the grade school.

On a roll call vote, motion carried unanimously.

11. Discussion and decision to enter into a Municipal Engineering Services Agreement.(Katz)
Motion by Ald. Kastner, seconded by Ald. Akers, to approve. On a roll call vote, motion carried unanimously.
12. Approval of mileage reimbursements in the amount of \$251.03 (2/10/21 F&HR S. Saryan)
Motion by Ald. Saryan, seconded by Ald. Kastner, to approve agenda items J12 and J13. On a roll call vote, motion carried unanimously.
13. Approval of schedules of disbursements in the amount of \$30,594,875.58 (2/10/21 F&HR S. Saryan)
Approved under agenda item J12.
14. Discussion and Decision Regarding Data Use Agreement for the Milwaukee County Unified Emergency Operations Center, for use of Wisconsin Electronic Disease Surveillance System & Wisconsin Immunization Registry data, and the Greenfield Health Department. (2/10/21 F&HR S. Saryan)
Motion by Ald. Akers, seconded by Ald. Kastner, to approve agenda items J14 - J18.

Attorney Sajdak said since these are multi-party agreements, the motion should include permission to make changes that are not "material changes" if another community requests a revision. Ald. Akers and Kastner concurred with that addition to their motion.

On a roll vote, the motion with that amendment carried unanimously.

15. Discussion and Decision Regarding Data Use Agreement for the Medical College of Wisconsin, for use of Wisconsin Electronic Disease Surveillance System & Wisconsin Immunization Registry data, and the Greenfield Health Department. (2/10/21 F&HR S. Saryan)
Approved under agenda item J14.
16. Contract amendment between the State of Wisconsin Department of Health and Family Services and the Greenfield Health Department related to 2021 Consolidated Contract grant funding related to COVID-19 funding. (2/10/21 F&HR S. Saryan)

Approved under agenda item J14.

17. Discussion and Decision Regarding Data Use Agreement for Vital Records Data between the Wisconsin Department of Health Services, Division of Public Health, and the Greenfield Health Department. (2/10/21 F&HR S. Saryan)

Approved under agenda item J14.

18. Discussion and Decision Regarding Service Agreement between the Medical College of Wisconsin and the Greenfield Health Department (2/10/21 F&HR S. Saryan)

Approved under agenda item J14.

K. Items for future agenda

Ald. Akers asked if anything needed to be done regarding the mask issue. Mayor Neitzke said the governor's mask order is still in effect. A discussion ensued. Mayor Neitzke then discussed how items can be added to a Council agenda: by committee reports, by the mayor, or by the Common Council president or by three alderpersons in writing. He reminded alderpersons not to discuss items in private due to legal constraints. Ald. Akers said the mask issue should be state-regulated.

L. Adjourn

Motion by Ald. Akers, seconded by Ald. Collins, to adjourn the meeting.

A discussion ensued about people concerned about being able to get their second doses of the COVID vaccines. Health Officer/Director Darren Rausch said the state has been doing a very good job of distributing second doses of the vaccine. They have given over 1,000 "first" doses of vaccine, and have given well over 300 "second" doses. Their waiting list at one point was up to 1,500, but now when they offer people an appointment slot, many are saying they have already received a vaccination from another source. He is pleased people are getting vaccinated, no matter what the source.

Motion to adjourn carried unanimously, at 7:54 p.m.

Jennifer Goergen, City Clerk

Minutes transcribed by Sheryl Hartman, Deputy Clerk

Distributed: February 19, 2021

**CITY OF GREENFIELD
OPERATOR LICENSE APPLICANTS**

02/10/2021

OPERATOR'S REGULAR

<u>NAME</u>	<u>ADDRESS</u>	<u>CITY, STATE, ZIP</u>
Alicia Maria Garcia	4641 N 79 ST	Milwaukee, WI 53218
Alison Gail Lucas	6727 Greenway Apt 3	Greendale, WI 53129
Arianna Ivelisse Arce	3830 S 43rd ST	Milwaukee, WI 53220
Barbara Ann Rosewicz	4135 N 77th ST	Milwaukee, WI 53222
Catherine Peterson	7020 W South Ridge DR #70	Greenfield, WI 53220
Crystal M Truettner	4356 W Loomis RD #2	Greenfield, WI 53220
Holli Lynn Brannon	3770 W Loomis RD Apt 111	Greenfield, WI 53221
Jessica Brown	4619 S Howell AVE #2	Milwaukee, WI 53207
Jodi Lynn Schroedl	5614 Beaver CT	Greendale, WI 53129
Katherine H Wooten	3437 S 13th ST	Milwaukee, WI 53215
Lonna May Mattice	5100 W Coldspring RD	Greenfield, WI 53220
Marie Roche Carnaroli	2345 S 64th ST	West Allis, WI 53219
Nancy Fontanez	6418 S 35th ST	Franklin, WI 53132
Peter Joseph Benedict	5500 Alba CT	Greendale, WI 53129
Philip Karnes	12170 W Colspring RD	Greenfield, WI 53228
Phillip John Geil	5240 W Midland DR	Franklin, WI 53132
Rhianna Ashley Butske	10532 W Cortez CIR Apt 16	Franklin, WI 53132
Robin Barkley	38535 39th ST	Greenfield, WI 53221
Samantha Geissler	3715 S 75th ST #3	Milwaukee, WI 53220

COMMON COUNCIL
OF THE
CITY OF GREENFIELD

RESOLUTION NO. 3791

A RESOLUTION DISALLOWING THE CLAIM OF
FRED & PENNY 4111 LLC DATED JANUARY 25, 2021

WHEREAS, Fred & Penny 4111 LLC submitted a claim dated January 25, 2021 to the City on January 27, 2021 in which it asserts a claim for the recovery of allegedly excessive property tax under Wis. Stat. § 74.37 with respect to the property at 4111 S. 108th Street in the City of Greenfield; and

WHEREAS, the City Attorney has reviewed the facts and circumstances relating to the claim and recommended that the Common Council disallow the claim; and

WHEREAS, Wis. Stat. § 893.80 provides for the process by which the Common Council shall consider and handle claims made against the Council, the City and its officers, agents and employees;

NOW THEREFORE, BE IT RESOLVED by the Common Council of the City of Greenfield that the claim of Fred & Penny 4111 LLC dated January 25, 2021 for excessive tax under Wis. Stat. § 74.37 is hereby disallowed.

BE IT FURTHER RESOLVED that the City Clerk's office is directed, pursuant Wis. Stat. § 893.80(1g), to provide written notice of disallowance.

Approved:

Michael J. Neitzke, Mayor

Date Approved:

February 17, 2021

This is to certify that the foregoing resolution was adopted by the Common Council of the City of Greenfield, Wisconsin, at a meeting held on the 17th day of February, 2021.

Jennifer Goergen, City Clerk

ORDINANCE NO. 2973

ORDINANCE TO REPEAL AND RECREATE CHAPTER 19 – SIGN CODE.

PART I. CHAPTER 19 of the Municipal Code is hereby repealed and recreated to read as follows:

19.00 Sign Code.

19.01	Purpose
19.02	Definitions
19.03	Requirement of Conformity; Penalties
19.04	Conformity of Nonconforming Signs
19.05	Procedures
19.06	Permits, Inspections and Revocations
19.07	Sign Construction Standards
19.08	Maintenance
19.09	Variance to Sign Code
19.10	Prohibited Signs, Lighting and Movement
19.11	Signs in the Public Right-of-Way
19.12	Temporary Signs
19.13	Flags
19.14	Freestanding Signs
19.15	Wall Signs
19.16	Projecting Signs
19.17	Awnings
19.18	Window Signs
19.19	Changeable Copy Signs and Electronic Message Centers
19.20	Driveway Signs
19.21	Drive-Thru Signs
19.22	Creative Signs
19.23	Master Sign Program
19.24	(Reserved)
19.25	Severability

19.01 Purpose. It is declared that the regulation of signs able to be viewed by the public within the City is necessary and in the public interest to:

- (a) Protect and preserve property values within the City.
- (b) Preserve the aesthetic beauty and the unique character of the City.
- (c) Promote a healthy and properly designed business environment.
- (d) Provide for the expression of both commercial and noncommercial speech.
- (e) Provide for the identification and advertising needs of businesses.
- (f) Safeguard the general public from damage and injury which may be caused by the

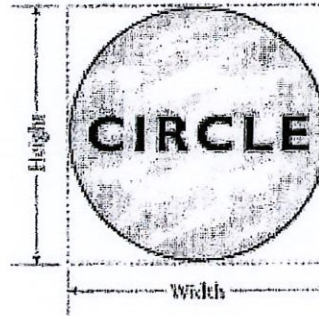
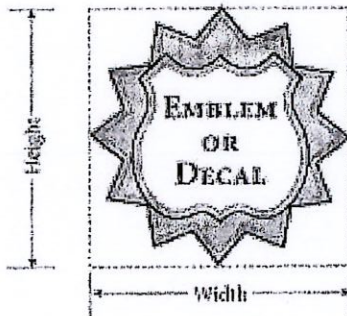
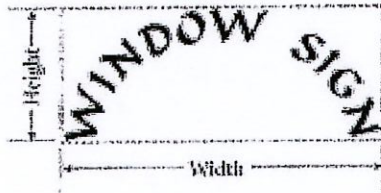
faulty and uncontrolled construction of signs within the City.

- (g) Protect against hazards to vehicular and pedestrian traffic movement resulting from improper placement of signs.
- (h) Promote the public safety, welfare, convenience and enjoyment of travel and the free flow of traffic within the City.
- (i) To avoid the regulation of sign content through the application of this sign code.

19.02 Definitions. As used in this section:

"Area of sign" means a rectangular area enclosed by one continuous line, connecting the extreme limits or edges of writing, representation or similar figures or characters together with any material forming an integral part of the display or forming the backing surface or background on which the message or symbols are displayed on a sign. The area shall be determined using the largest sign area or silhouette visible at any one time from any point. This area does not include the main supporting sign structure, but other ornamental attachments are to be included in determining area of sign. As shown below:

MEASUREMENT OF DISPLAY AREA



"Awning" means a roof-like cover, often of fabric, metal, or glass designed and intended for protection from the weather or as a decorative embellishment, and which projects from a wall or roof of a structure over a window, walk, door, or the like.

"Awning sign" means a sign attached to an awning.

"Banner" means any sign intended to be hung by two sides either with or without frames, possessing characters, letters, illustrations, or ornamentation applied to paper, plastic, or fabric of any kind. A Flag shall not be considered a Banner for the purpose of this chapter.

"Building front foot" means the maximum building width measured at grade level with the street.

"Bus shelter" means a structure which protects public transit system passengers from the weather while they wait for the arrival of their buses.

"Business front foot" means the lineal distance of the building space occupied by the particular business measured on a straight line parallel to the street. Where a business does not parallel a street, the front foot shall be measured along the exterior of the building space occupied by the particular business.

"Cabinet sign" means a sign that contains all the text and/or logo symbols on the display face of an enclosed cabinet.

"Changeable copy sign" means a sign that is designed so that characters, letters or illustrations can be changed or rearranged without altering the face or the surface of the sign.

"Creative sign" means any sign of unique design of which the design provides a positive visual contribution.

"Drive-thru sign" means a sign on a property with drive-thru services

"Electronic message center sign" means a type of changeable copy sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs, a flipper matrix or similar display.

"Fascia" means a flat board, band, or face, used sometimes by itself but usually in combination with moldings, often located at the outer face of the cornice.

"Feather Flag or Banner Flag" means a piece of cloth-like or vinyl-like material, designed to be displayed usually in a vertical fashion, usually attached at one edge to a stake that is inserted into the ground, intended for temporary purposes.

"Fixture" means a piece of equipment which has been permanently attached to real estate in such a way as to be part of the premises.

"Flag" means a piece of cloth, varying in size, shape, color, and design, usually attached at one edge to a staff or cord, which has been adopted by the government of the United States, State of Wisconsin or City of Greenfield. Banners, as defined above, shall not be considered flags for the purpose of this chapter.

"Flashing sign" means a type of changeable copy sign upon which a message or display is presented more frequently than for five-second intervals.

"Freestanding sign" means any sign which is supported by structures or supports in or upon the ground and independent from any building.

"Height of sign" means the overall height of a sign and/or the supporting structure of a sign, where applicable, measured from the top of the sign and/or supporting structure of the sign to the ground.

"Holders of permit" means, the owner(s) of the premises on which a sign is located or the

lessee(s) of the premises to which such sign pertains.

"Illegal sign" means any sign, except the following:

1. A sign allowed by this section and not requiring a permit.
2. A sign allowed by this section carrying a valid permit.
3. A legal nonconforming sign.

"Maintenance" means the replacing or repairing of a part or portion of a sign made unusable by ordinary wear, tear or damage beyond the control of the owner or the reprinting of existing copy without changing the wording, composition or color of the copy.

"Master sign program" means the establishment of a sign program for qualifying properties within the City, including, but not limited to, multi-tenant commercial buildings (2 or more tenants), and buildings over twenty-five thousand (25,000) square feet of area.

"Minor tenant," as part of the Master Sign Program application process, means an individual tenant space of no more than three thousand (3,000) square feet and located within a portion of a multi-tenant commercial building (MTCB) of at least one hundred thousand (100,000) square feet or larger.

"Multiple tenant commercial building" or "MTCB" means a commercial or industrial development, which includes two (2) or more tenants.

"Legal Nonconforming sign" means a sign that met code regulations when it was originally erected, either by adherence to a previous sign code or by a variance granted to that code, but which does not comply with all the present regulations of this section.

"Parapet wall" means a wall extending above the plate line of the building.

"Pennant or Streamer" means a tapered or dovetailed banner or sign.

"Permanent sign" means any sign which is intended to be and is so constructed as to be lasting and enduring, remaining unchanged in character, condition (beyond normal wear) and position, and in some permanent manner affixed to the ground, wall or building.

"Planned development" means a collection of like-use buildings, residential, office or industrial in nature, designed contemporaneously and in close proximity to each other as part of a single integrated project, including, but not limited to, residential subdivisions and office or industrial parks.

"Plate line" means the point at which any part of the main roof structure first touches or bears upon an external wall.

"Portable sign" means any sign not permanently attached to the ground or a building including, but not limited to, signs on mobile vehicles.

"Projecting sign" means a sign attached to a wall and projecting away from the wall.

"Residential corridor" means a geographic area which predominately features homes.

"Roofline" means the highest point of the main roof structure or highest point on a parapet, but shall not include cupolas, pylons, projections or minor raised portions of the roof.

"Roof sign" means a sign extending above the roofline or located on the roof.

"Sandwich board sign" means a two-sided portable sign constructed of wood, metal or similar rigid material, often with an A-frame design, and generally displayed outside of a commercial establishment.

"Shingle sign" means a sign whose front is under a roof overhang, covered walkway, covered porch or open lattice walkway.

"Sign" means any device, structure, affixation, fixture, banner placard, or the like that contains or utilizes graphics, symbols, and/or written copy. The term "sign" shall not include any flag.

"Sign Face" means the entire surface area of a sign upon, against or through which copy is placed.

"Sign value" means the amount reported on the sign permit, which includes the costs of design, materials, construction, and installation.

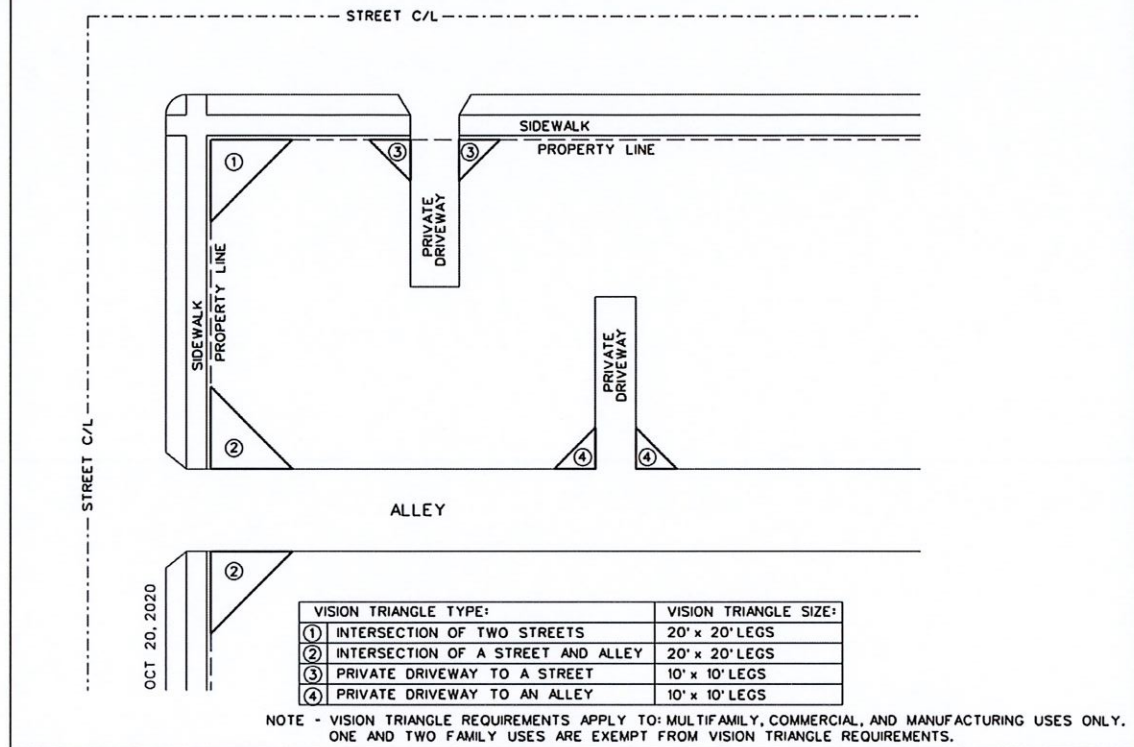
"Snipe sign" means any sign attached to public property or erected in or over the public right-of-way. This does not include a sign projecting into the public right-of-way for which a grant of privilege has been obtained or signs installed by City, county, state or federal government.

"Structure" means any construction, or any production or piece of work artificially built up or composed of parts joined together in some definite manner.

"Temporary sign" means a sign constructed of, but not limited to, cloth, canvas, wood, light fabric, cardboard, wallboard, plastic or other like materials, with or without frames, not permanently attached to the ground, wall or building which is permitted for display for a limited period of time only, generally not exceeding five (5) months in duration.

"Vision triangle" means a restricted vision area at the intersection of two public streets, a public street and a private alley, or a private driveway and a public street or alley. Private driveways servicing one- and two-family uses are exempt from the vision triangle restriction.

CITY OF GREENFIELD
DEPT. OF NEIGHBORHOOD SERVICES
VISION TRIANGLE EXHIBIT



"Wall sign" means a type of sign, the back of which is attached flat (parallel) to a building wall or structure, twelve (12) inches or less from the wall.

"Window sign" means any sign painted upon or attached to or displayed within 2' of a window or door in such a manner as to permit viewing from the exterior of the building or structure.

19.03 Requirement of Conformity; Penalties.

- (a) All signs in the City, including those not requiring a permit hereunder, shall be erected, constructed, repaired, altered, located or maintained in accordance with this chapter.
- (b) Any person who shall violate any provision of this chapter or any order, rule or regulation made hereunder shall be subject to a penalty as provided in section 25.04 of this Municipal Code, except that nothing herein shall prohibit the City from enforcing this chapter through any other manner available by law.
- (c) Per Chapter 3 of the Municipal Code, quadruple fees may be assessed where work is performed without the proper permit.
- (d) Signs erected or installed by the City of Greenfield are exempt from the

requirements of this Chapter.

19.04 Conformity of Nonconforming Signs.

- (a) Except as provided in (b), any and all signs on a parcel which become Legal Nonconforming signs upon the adoption of this Code shall conform to this section within twenty-four (24) months of any of the following triggering events:
 - 1. A new sign permit is required;
 - 2. Any change in ownership, tenancy of premises and/or changes in special use;
 - 3. The nonconforming use of the building, premises, structure, or fixture is discontinued for a period of 30 days.
 - 4. Any alteration to the exterior of a building on the property in which the nonconforming sign is located.
- (b) Notwithstanding (a), an extension beyond the twelve month limitation may be granted by the Plan Commission in accordance with the following criteria:
 - 1. The applicant requesting the extension shall complete a Planning application available from the Community Development Division and shall submit an extension fee of two hundred fifty dollars (\$250).
 - 2. A written explanation for the extension of time shall accompany the signage application along with a timeline/schedule for obtaining necessary permits and a target date for construction start.
 - 3. The request for extension shall be submitted not later than 10 months following a triggering event.
 - 4. The extension, if granted, shall be valid for a period not to exceed an additional six (6) months.

19.05 Procedures.

(a) Sign Application Review and Permitting Process.

- 1. Sign permit applications are available through the Community Development Division. All signs will be reviewed for approval pursuant to the administrative procedures as set by the Community Development Division except for signs which do not require a permit under Section 19.06. Once approved for size, quantity, design and location by the Community Development Division or Plan Commission, the Community Development Division shall issue a sign permit. In addition to a sign permit, an electrical permit from the Inspection Services Division is also required for electrically-operated signs.

2. Within fifteen (15) business days of the filing of a sign permit application, unless the applicant has agreed to an extension, the Community Development Division shall administratively approve the application, contact the applicant to request additional information, or advise the applicant that Plan Commission review is required. Notwithstanding any approval granted under this paragraph, a sign permit will not be issued until appropriate certificate of occupancy and/or electrical permit has been issued by the Inspection Services Division.

Should the applicant be notified by the Community Development Division that it must supply additional information related to the sign permit application, the requested information shall be provided to the Community Development Division within 30 days of such notice, unless extended in writing by the Community Development Division, or the application shall be denied.

3. The Community Development Division may approve, deny or request changes to a sign, based on the architecture of that sign. Once approved, a permit will be issued by the Community Development Division.

4. All applicants must submit the following to the Community Development Division:

- a. Completed sign permit application.
- b. Permit fees.
- c. One (1) color copy and one (1) electronic copy of sign proposals to include:

1. Size.
2. Method of attachment.
3. Location of sign, including a detailed site plan showing property line locations, if applicable.
4. Materials.
5. Illumination details.
6. Details (size and location) of any other signs located on premise.
7. Existing signage area removed from site, if applicable.
8. Any other information deemed necessary to properly review the proposal.

5. MTCB applicants should refer directly to Section 19.14 for detailed

requirements relative to the Master Sign Program.

6. Guidelines for Approval for size, design and number of signs.
 - a. The exterior architectural presentation and functional plan of the proposed sign will not be out of harmony with building or the area, as to potentially contribute to depreciation in the property values of the area.
 - b. The proposed sign conforms to the City's long-range planning for the area as set forth in the City's Master Plan as that term is defined in Chapter 62.23(3), Wisconsin Statutes, or relevant portions thereof.
 - c. The proposed sign shares similar architectural or building material features of the principal building on the property.
7. The Community Development Division may establish guidelines, which further define and interpret this section. Those guidelines, if any, shall be made available to all sign applicants.
8. If the Community Development Division and the applicant cannot agree on an approved sign plan, the applicant may appeal to the Plan Commission, in accordance with the variance procedure as stated in Section 19.09.

19.06 Permits, Inspections and Revocations.

(a) All signs shall require a sign permit, except for the following signs or activities; however, such signs or activities shall be subject to any and all applicable provisions of this section:

1. One (1) non-illuminated non-freestanding sign six (6) square feet or less in area, unless otherwise specifically required by this section;
2. Maintenance, including repainting existing graphics, or minor nonstructural repairs of signs (except electrical repair);
3. Small Temporary Signs under Section 19.12;
4. Window signs only as permitted under Section 19.18;
5. Signs located on the interior of a building;
6. Traffic control devices on private property that comply with the Manual on Uniform Traffic Control Devices adopted in this state and if not adopted by this state with the Manual on Uniform Traffic Control Devices adopted by the Federal Highway Administration; and,
7. A flag that has been adopted by the federal government, this State or the local government may be displayed.

- (b) A permit shall not be required for the erection, construction, alteration, placement, maintenance or location of official traffic, fire and police signs, signals, devices and markings of the state and the City or other public authorities, or the posting of notices required by law or for other signs as approved by the Board of Public Works. See Section 19.11.
- (c) No person, firm or corporation shall erect, replace, construct, enlarge, alter, move, relocate or maintain any sign as governed by this section without first obtaining a sign permit from the Community Development Division, except as set forth in Section 19.06 (a) and (b) above. Before a sign permit may be issued, it shall first be approved by the Community Development Division in accordance with the procedure in Section 19.05, and conform to the requirements of this code. See Chapter 3 of the Municipal Code for a fee schedule.
 - 1. As a condition of the issuance of a sign permit, the sign owner and owner of the premises upon which the sign is located agree to allow inspectors on the property for inspection of the installation and maintenance and further agree to promptly remove the sign should it become unsafe, inadequately maintained, dilapidated, abandoned, in nonconformance with this section, or if prescribed fees are not paid.
- (d) Unless waived by the Inspection Services Division, all signs for which a permit is required shall be subject to the following inspections:
 - 1. Site inspection to ensure that the sign has been constructed according to an approved application and a valid sign permit.
- (e) Permit Revocation and Sign Removal.
 - 1. Every sign permit issued by the Community Development Division under the provisions of this chapter, shall expire by limitation and become null and void if the installation authorized by such permit is not commenced for a period of six (6) months. Before such work can be recommenced, a new permit shall first be obtained and the fee therefore shall be equal to the amount required for a first permit.
 - 2. The Community Development Division shall have the authority to revoke any sign permit upon determination that the sign authorized by the permit has been constructed or is being maintained in violation of the permit or the provisions of this section.
 - 3. In revoking any sign permit and requiring the removal of any illegal sign, the Community Development Division shall give a written compliance order to the owner(s) of the premises on which such sign is located and/or to the occupant(s) of the premises to which such sign pertains. The order shall state the reasons and grounds for removal, specifying the deficiencies or defects in such sign, and the violations charged, if any and further state the appeals process provided below.
 - 4. The decision of the Community Development Division to revoke the

permit may be appealed to the Plan Commission. A written appeal shall be filed within thirty (30) days from the date when the order was served. The Plan Commission shall consider this appeal at its next available meeting. The decision of the Plan Commission shall be the final determination under Chapter 24 of the Municipal Code.

5. If after service of order the owner(s) and/or occupant(s) of the premises upon which the sign is located have not removed the sign or brought the sign into compliance with the provisions of the section by the end of the compliance period, the Community Development Division shall take such legal action as deemed appropriate.
6. Removal. The City or an agent on its behalf is authorized to cause the removal of any sign adjudged to be illegal by a court of competent jurisdiction if the court so orders. The actual cost and expense of any such removal by the City or an agent on its behalf shall be charged against the owner of the property and may be entered as a special assessment against such premises to be collected in all respects like other taxes upon the real estate, as provided in Section 66.0907(3)(f) of the Wisconsin Statutes.

19.07 Sign Construction Standards. All signs shall be designed and constructed to comply with the codes adopted in Chapter 19 of this code. Signs shall be designed to resist loads and forces as outlined in the building code.

- (a) Signs shall be designed and constructed to withstand wind pressure as provided in the International Building Code (IBC) Chapter 16.
- (b) Signs shall be designed and constructed with the allowable working stress conforming to IBC Chapter 16. The working stress of wire rope and its fastening shall not exceed twenty-five percent (25%) of the ultimate strength of the rope or fasteners. Exceptions:
 1. The allowable working stress for steel and wood shall be in accordance with IBC Chapters 22 and 23.
 2. The working strength of chains, cables, guys or steel rods shall not exceed one-fifth (1/5) of the ultimate strength of such chains, cables, guys or steel.
- (c) Signs attached to masonry, concrete or steel shall be safely and securely fastened by means of metal anchors, bolts or approved expansion screws of sufficient size and anchorage to safely support the loads applied. All ferrous chain, wire ropes, guy rods and their fastenings and anchor bolts shall be galvanized or be of other approved equivalent protection. Wood blocks shall not be used for anchorage, except in the case of signs attached to buildings with wood walls. Signs shall not be supported by anchors secured to an unbraced parapet wall. Minimum anchorage for wall signs is three-eighths-inch diameter embedded at least five (5) inches. Minimum anchorage for projecting signs is five-eighths-inch and turnbuckles shall be placed in chains, guys or steel rods supporting projecting signs.

- (d) All ferrous parts of signs shall be protected and maintained free of corrosion.
- (e) Wood, approved plastic or other materials of combustible characteristic used as facings or in molding, cappings, nailing blocks, letters and latticing shall comply with the following requirements, and shall not be used for other ornamental features of signs, unless approved. Plastic and other materials which burn at a rate no faster than two and five-tenths (2.5) inches per minute when tested in accordance with ASTM D 635 shall be deemed approved plastic and can be used as the display surface material and for letters, decorations and facings on signs and outdoor display structures.
- (f) Any open spark or flame design is not permitted unless specifically approved.
- (g) Signs that require electrical service shall comply with Chapter 17, Electrical Code.
- (h) All internally illuminated signs shall bear the label of the manufacturer and approved testing agency and the listing number shall be reported on the sign permit application.
- (i) Signs shall not be erected, constructed or maintained so as to obstruct or interfere with any fire escape, window, door, or opening required for ventilation. A sign shall not be attached to a fire escape.

19.08 Maintenance.

- (a) All signs and sign support structures, together with all parts to include, but not limited to, sign faces, supports, braces, base, guys and anchors, shall be kept in good repair and in proper state of preservation. Painted surfaces shall be maintained free of peeling, chipping paint. All metal parts and supports thereof shall be maintained free of corrosion.
- (b) The Inspection Services Division and Community Development Division shall have the authority at all reasonable times to inspect and order the painting, repair, alteration, maintenance or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation, or obsolescence. The Inspection Services Division or the Community Development Division shall follow the procedure of notification concerning such maintenance or removal as outlined in Section 19.06.
- (c) Signs and/or sign supports that may be attached or detached to any building, business or property which becomes vacant or unoccupied continuously for a period exceeding 30 days, shall be presumed to have been abandoned, and it shall be the responsibility of the owner of record to have such sign structures and/or supports removed upon receiving notice from the Community Development Division.

19.09 Variance to Sign Code.

- (a) Purpose. Sign variances are intended to allow flexibility in sign regulations while fulfilling the purpose of this ordinance. Variance from specific regulations of this

section may be granted by the Plan Commission, where, owing to special conditions, a literal enforcement of the provisions of this section will result in practical difficulty or unnecessary hardship; provided, that the spirit of this section shall be observed, public safety and welfare secured and substantial justice done. Nothing in this section, however, is intended to permit the erection or maintenance of signs which create the potential of public harm or for which there is no public benefit or which are in conflict with the City's Master Plan or relevant portions thereof.

(b) Procedure.

1. Any person may request a variance from any provision or requirement of Chapter 19 of the Municipal Code by submitting a written request to the Community Development Division. A fee shall be required of the applicant at the time that a request for a hearing is made in accordance with Chapter 3 of the Municipal Code.
2. The Plan Commission shall review such requests for variances using the following criteria:
 - a. The sign as proposed shall not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs.
 - b. The proposed sign is unique and of exceptional design or style so as to enhance the area.
 - c. Site difficulties: unusual site factors preclude the construction of a sign in accordance with this section, which would be visible to the roadway adjacent to the site frontage.
3. Should the Plan Commission find that a variance should be granted, the application will be forwarded to the Community Development Division with directions to issue a permit in accordance with its decision. If the Plan Commission finds that a variance should not be granted, it shall inform the applicant of the reasons for such decision, in writing, within thirty (30) days of the date of such decision. The decision of the Plan Commission shall be the final determination for purposes of administrative appeals under Chapter 24.

19.10 Prohibited Signs, Lighting and Movement.

(a) Prohibited Lighting.

1. Bare light bulbs and diodes (unless used within an Electronic Message Center sign), including but not limited to rope lighting or similar product;
2. Illumination shall be so installed to avoid any glare or reflection onto;
 - a. Adjacent property.

- b. Street or alley to create a traffic hazard.
- 3. Non-opaque sign face background (non-letters or logos for internally illuminated signs), this means that light shall not penetrate the background of a sign;
- 4. Searchlights;
- 5. Strobe lights and lasers;
- 6. Direct lighting which is used to outline a window, building, sign, vegetation, fencing or the like (examples include but not limited to rope, LED, and fluorescent tube lighting);
- (b) Prohibited Movement. No flashing, blinking or rotating lights shall be permitted for either permanent or temporary signs.
- (c) Prohibited Signs. It is unlawful to erect or maintain the following signs:
 - 1. Distracting signs, including animated, mechanical and audible;
 - 2. Marquees;
 - 3. Signs overhanging City right-of-way;
 - 4. Portable signs/sandwich board signs;
 - 5. Roof signs;
 - 6. Feather flags or banner flags;
 - 7. Balloons or inflatables;
 - 8. Pennants or streamers, except for grand openings with a temporary permit good for 14 days;
 - 9. Abandoned signs.
 - 10. Snipe signs—signs in, on or over public property;
 - 11. Signs that interfere with traffic; and,
 - 12. All signs prohibited in other sections of this code.
- (d) Enforcement. The contents of this section shall be enforced by the City of Greenfield.

19.11 Signs in the Public Right-of-Way.

- (a) No sign or flag shall be erected, placed, located or maintained within the limits of

any street or highway unless allowed as hereafter stated. Street or highway limits include all the dedicated rights-of-way, encompassing the traveled portion of the highway, shoulders, sidewalks, ditches and adjacent dedicated areas. This prohibition applies to freestanding signs and those placed on trees, utility poles, fence post stakes and all other structures within the highway limits.

1. Any sign in violation of this section may be removed without notice by the City of Greenfield.
2. This prohibition shall not apply to signs placed within the limits of streets or highways by duly constituted municipal, county or state authorities for the guidance or warning of traffic, as otherwise allowed by law, or to mail boxes and paper boxes, bus shelters, or to banners, signs, pennants, flags or other related decorations hung over streets attached to public property as authorized by the Board of Public Works.
4. No sign shall be erected, placed, located or maintained at or near the intersection of any streets so as to obstruct free and clear vision or at any location where, by reason of position, shape and color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device.

19.12 Temporary Signage.

(a) Permit, Maintenance and Removal.

1. The Community Development Division may issue a temporary sign and/or banner permit as stated in this subsection. After permit application, a permit may be issued for a time period specified in this subsection.
2. All temporary signs and/or banners shall be maintained in good condition and removed promptly upon expiration of the permit or as ordered by the Community Development Division.

(b) Banners.

1. Application for a standard temporary sign shall include information and/or plans indicating the size of the sign the location of the sign on the property, sign material type, and information regarding installation (attachment and/or support).
2. Each banner allowed may not exceed 32 square feet in area and may be two-sided.
3. No more than four (4) banners may be erected per valid business per calendar year, with each permit issued allowing a maximum of thirty (30) days for the banner. One (1) banner shall be permitted per premises.
4. Signs shall not be illuminated and shall not exceed six (6) in height. Signs shall be setback a minimum of five (5) feet from the property line.

5. No sign shall be placed so that it interferes with the vision of vehicle operators on the roadway or obstructs pedestrian movements on the sidewalk. See the definition of "Vision Triangle" in Section 19.02 of the Sign Code.

(c) Temporary Signs

1. Residential (1-4 units) – no more than **fifteen (15)** square feet in area per unit. No more than six (6) feet in height. No permit required.
2. Nonresidential – no more than two (2) signs allowed per commercial tenant, not to exceed a total of 32 square feet in area per commercial tenant. No more than six (6) feet in height.

- (d) Pennants and Streamers. Allowed for grand openings with a temporary permit good for 14 days.

19.13 Flags.

- (a) All flags shall be displayed on purpose-built, professionally fabricated flagpoles, which may be vertical or mast-arm flagpoles. In nonresidential districts, flagpoles shall not exceed the allowed height provided for a structure or building in the applicable zoning district, or 50 feet. Flagpoles in residential districts shall not exceed the height of the primary structure on the property, but in no event shall exceed 25 feet in height.
- (b) The maximum area of a flag shall be 100 square feet.
- (c) Number. Each lot or parcel shall be allowed a maximum of three (3) flagpoles.
 - (1) A maximum of two (2) flags shall be allowed per flagpole.
 - (2) A maximum of four (4) flags is allowed per property.
- (d) Flags displaying a logo, message, statement, or commercial message and banners not meeting the definition of a flag contained herein shall conform to all applicable ordinances pertaining to signs.
- (e) Location. A vertical flagpole must be set back from all property boundaries a distance that is at least equal to the height of the flagpole.
- (f) Flags and flagpoles shall be maintained in good repair, and to the extent applicable shall be in compliance with the building code. Flagpoles with broken halyards shall not be used and flags that are torn or frayed shall not be displayed.
- (g) On officially designated city, state, or federal holidays, there shall be no maximum flag size or number or other limitations on display.
- (h) This section shall not be construed to restrict the right to display eligible flags as banners or commercial or noncommercial signage as provided elsewhere in the

code.

19.14 Freestanding Signs.

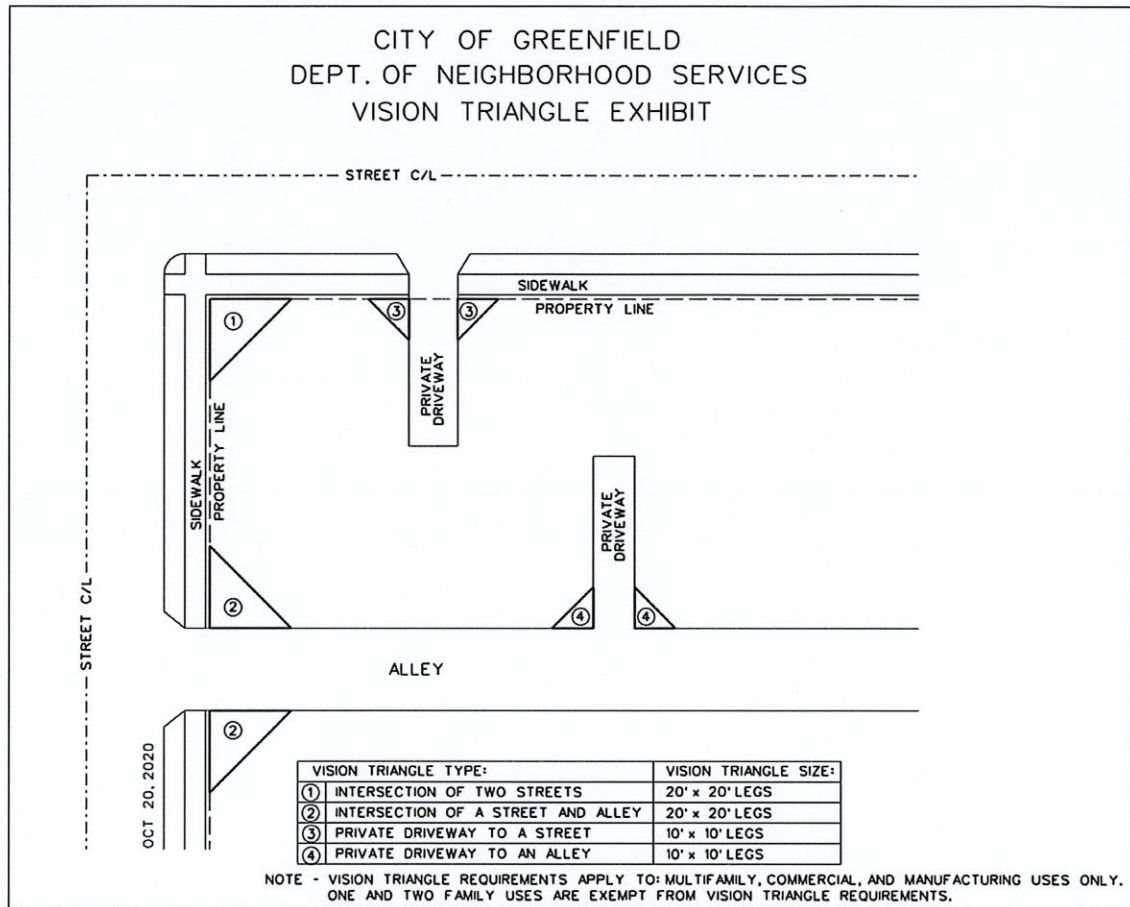
- (a) Freestanding signs shall be allowed in non-residential uses except that a subdivision or condominium development may include freestanding signs as approved by the Plan Commission.
- (b) Architecture and Landscaping.
 - 1. Freestanding signs must be architecturally integrated with the principal building on the property. The base, sides, and top of the sign shall be constructed of masonry or other approved durable materials. The tone and texture of the base, sides, and top shall reflect the principal building construction as close as possible or shall enhance the exterior architecture of the principal building. The base of the sign shall be constructed of masonry and be a minimum of two (2) feet in height.
 - 2. The color scheme of the sign shall complement the color scheme of the principal building.
 - 3. Architectural features (such as sills, piers, reveals, capstones, medallions, etc.), which are part of the architectural makeup of the principal building, shall be incorporated into the sign.
 - 4. The sign face shall be constructed of aluminum, masonry, wood or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.
 - 5. The sign structure or post of a freestanding sign must be wrapped in or constructed of a material compatible with the materials utilized in the construction of the building to which the sign refers. The width of the base of the sign must be equal to or greater than the width of the sign face.
 - 6. Double-faced or V-shaped signs. A freestanding sign may be double-faced or V-shaped.
 - a. Interior angle less than or equal to forty-five degrees (45°). The area of double-faced or V-shaped signs with interior angles equal to or less than forty-five degrees (45°) shall be expressed as the sum of the area of one face.
 - b. Interior angle greater than forty-five degrees (45°). The area of double-faced or V-shaped signs with interior angles greater than forty-five degrees (45°) shall be expressed as the sum of the areas of all the faces.
 - 7. Landscaping Requirements. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one (1) face of the sign.

For example, twenty (20) square feet of sign area equals forty (40) square feet of landscaped area. The Community Development Division may reduce or waive this requirement if it is determined the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

(c) Size Requirements and Location.

1. Number. One (1) freestanding sign shall be permitted.
2. Area. The area of a freestanding sign shall be computed by the following formula: Either six tenths (0.6) sq. ft. times the lineal front foot of the lot or eight tenths (0.8) sq. ft. times the building front foot whichever is greater to a maximum of fifty (50) square feet of area. Corner lots may use either the front or side building dimensions or front or side parcel dimensions.
3. The maximum area of all wall, projecting, awning and freestanding signs for a given property, shall not exceed two hundred (200) square feet.
4. The sign may have multiple faces, if so approved.
5. Height. The maximum height of a freestanding sign may not exceed ten (10) feet. The applicant shall provide dimensions of the proposed sign. The height of a freestanding sign shall be regulated and approved by the Community Development Division in consideration of the location of the proposed sign; the height, size, appearance, number and location of other signs in the vicinity of the proposed sign; the propriety of the proposed sign with respect to a Master Sign Plan, if any; and such other facts as the Community Development Division deems appropriate.
6. Location. An offset of no less than five (5) feet from the ultimate right-of-way line should be maintained.
 - a. The sign shall be located in an area of meaningful open space, which shall be appropriately landscaped, including some year-round plantings.
 - b. Site consideration should be given to signs on corner lots, near driveways and/or alleys, etc. Signs are not to obstruct the vision triangle (see Figure 1 below). Signs proposed within the vision triangle shall require Plan Commission approval.

Figure 1: Vision Triangle Restrictions



19.15 Wall.

- (a) Wall signs shall be allowed in non-residential uses except that a subdivision or condominium development may include freestanding signs as approved by the Plan Commission.
- (b) Architecture and Design.
 1. Architecture. Wall signs must be architecturally integrated with the principal building on the property. The tone and texture of the sign shall reflect the principal building construction as close as possible or shall enhance the exterior architecture of the principal building.
 2. Design. Artistic qualities, design relief and articulation of signage including raised letters, framing, insets/offsets and unique shapes are encouraged.

- a. The sign face shall be constructed of aluminum, masonry, wood or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.
 - (i) A wall sign constructed of wood or metal shall have a minimum thickness of 1/8".
 - (ii) A wall sign constructed of plastic shall have a minimum thickness of 1/2".
 - b. Exclusively flat wall signs, nor box signs shall be permitted. Acceptable alternatives include:
 - (i) Raised/channeled letters on raceway; or
 - (ii) Individual letters.
- (c) Size Requirements and Location.
- 1. Placement.
 - a. A wall sign must be placed in a logical place as dictated by the façade of the building.
 - b. A wall sign may not project more than twelve (12) inches from the wall surface.
 - c. No part of a wall sign shall extend more than four (4) feet above the plate line nor shall a wall sign extend above a parapet wall, fascia or roofline. A wall sign may be allowed on a roof surface only if the roof surface is within twenty-five degrees (25°) of vertical, such as a mansard roof.
 - 2. Number. Two (2) wall signs maybe permitted, or one (1) wall sign per street frontage, whichever is greater.
 - 3. Area. The area of a wall sign shall be calculated by multiplying the lineal front footage of the building by a factor of 1.5 sq. ft., or by multiplying the lineal front footage of the parcel by a factor of 0.8 sq. ft., whichever is greater. Corner lots may use either the front or side building dimensions or front or side parcel dimensions.
 - 4. The maximum area of all wall, projecting, awning and freestanding signs for a given property, shall not to exceed two hundred (200) square feet.
 - 5. Wall signs facing an alley shall be no larger than five (5) square feet in area, shall be located on the rear entry door and shall not be illuminated.

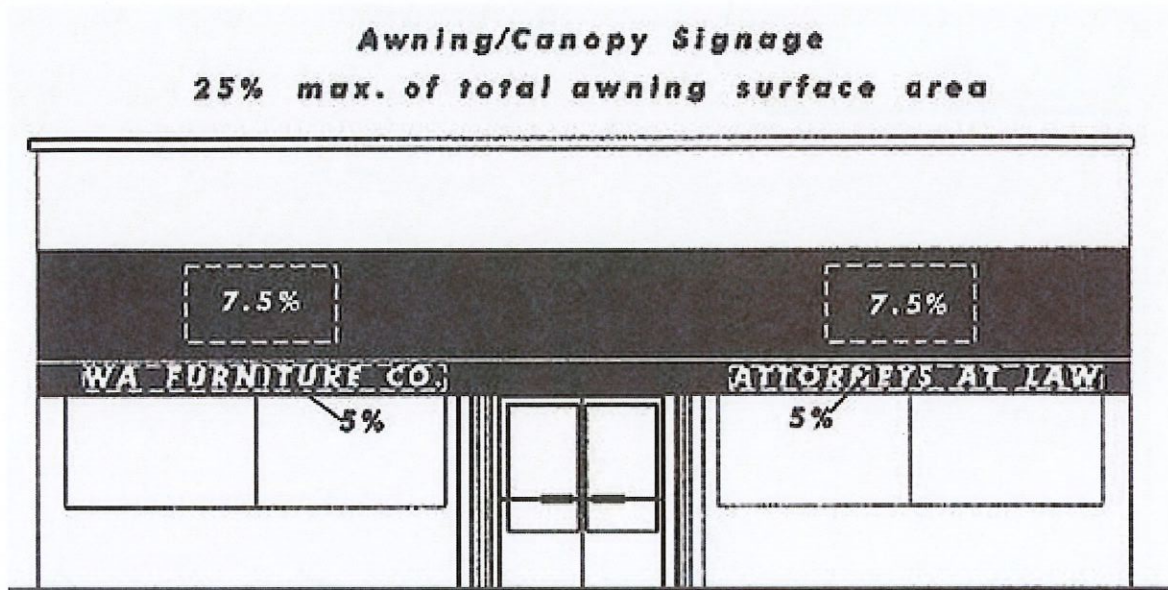
19.16 Projecting Signs.

- (a) Projecting signs shall be allowed in non-residential uses except that a subdivision or condominium development may include freestanding signs as approved by the Plan Commission.
- (b) Number. One (1) projecting sign is permitted per street frontage for each tenant.
- (c) Area. The gross surface area of the sign shall be limited to a maximum of sixteen (16) square feet per tenant. Any Projecting Sign above sixteen (16) square feet shall require Plan Commission approval as a Creative Sign.
- (d) Location.
 - 1. Projection. The sign shall not project more than four (4) feet from the wall to which it is attached.
 - 2. Clearance. No part of the sign shall be lower than eight (8) feet above the walk or surface below.
- (e) Height. Signs attached to buildings shall not extend above the roof, wall or parapet of the building to which it is attached.

19.17 Awning Signs (Commercial and Industrial Properties).

- (a) Awning signs shall be allowed in non-residential uses.
- (b) Area. The area of sign copy shall not exceed twenty-five percent (25%) of the total awning surface area).
- (c) Location and Design.
 - 1. The signage shall be applied directly onto the surface of the awning, patches are not allowed.
 - 2. Clearance. The lowest part of the awning structure shall not be less than eight (8) feet above the adjacent street grade or walk area below. The maximum height of an awning shall be limited to the height of the rooftop or parapet wall of the building.

Figure 2: Awning/Canopy Signage Restrictions

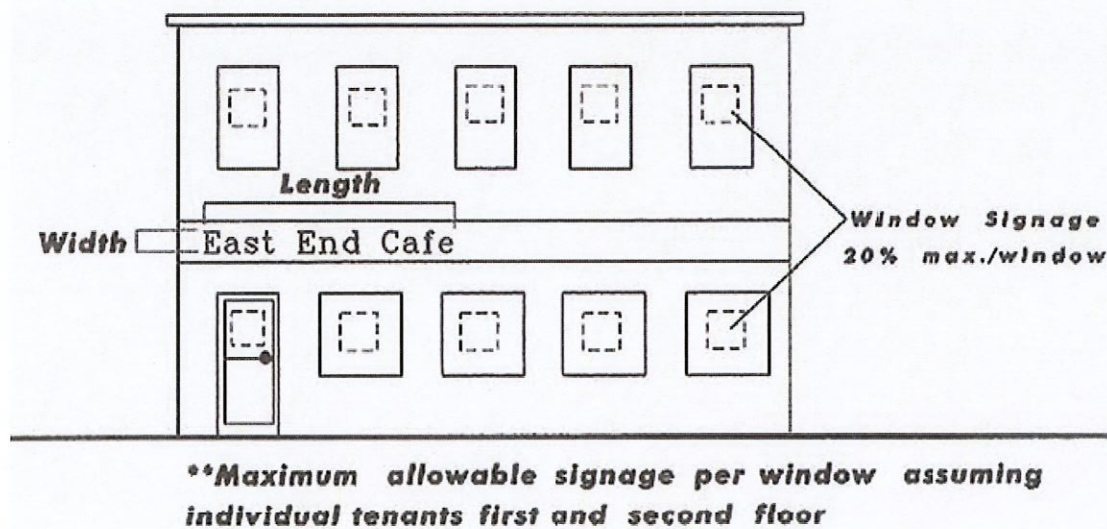


3. The entire projection of the awning, or similar structure cannot extend more than six (6) feet from the building façade.
4. Materials. Plastic/vinyl awning materials are not permitted.
5. Illumination: Awning signs may be illuminated but awning faces shall remain opaque, so that no light is transmitted through the awning.
6. The projection of any awning, or other similar structure shall not extend over the public right-of-way without an encroachment agreement and insurance certificate approved by the City.

19.18 Window Signs.

- (a) In no instance may window signs (see **Figure 3** below) cover more than twenty percent (20%) of the window area defined as the area of glass, including mullions, of a single window unit, between structural elements. All window signs must be affixed to the interior of the window.
- (b) Any sign within 2' of the window surface shall be considered window signage.

Figure 3: Maximum Window Signage



19.19 Changeable Copy Signs and Electronic Message Centers.

- (a) Area. The computation of sign area for changeable copy signs and electronic message centers shall be included in the total permitted sign area allowed for the building or development where changeable copy signs and electronic message centers are permitted by this section and/or by the Community Development Division.
 1. The changeable copy portion of the sign must occupy a secondary position on the sign face. The area of changeable copy and electronic message centers shall not exceed thirty-five percent (35%) of the sign face and shall be capped at twenty-four (24) square feet in area.
- (b) Brightness. Electronic Message Center (EMC) Criteria: The night-time illumination of an EMC shall conform with the criteria set forth in this section.
 1. EMC Illumination Measurement Criteria: The illuminance of an EMC shall be measured with an illuminance meter set to measure foot candles accurate to at least two decimals. Illuminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color capable EMC, or a solid message for a single-color EMC. All measurements shall be taken perpendicular to the face of the EMC at the distance determined by the total square footage of the EMC as set forth above.
 2. EMC Illumination Limits: The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 foot candles above ambient light in the affected area based on sign size from **Figure 4** below.

SIGN AREA VERSUS MEASUREMENT DISTANCE

AREA OF SIGN sq. ft.	MEASUREMENT (ft.)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100
110	105
120	110
130	114
140	118
150	122
160	126
170	130
180	134
190	138
200	141
220	148
240	155
260	161
280	167
300	173

* For signs with an area in square feet other than those specifically listed in the table (i.e., 12 sq ft, 400 sq ft, etc), the measurement distance may be calculated with the following formula: Measurement Distance = $\sqrt{\text{Area of Sign Sq. Ft.} \times 100}$

Figure 4: Night-time Brightness Level Recommendations for On-Premise Electronic Message Centers (Source: International Sign Association)

3. Dimming Capabilities: All permitted EMCs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 foot candle measurements.
4. The measurement distance may be calculated with the following formula;
 - (c) Measurement Distance = $\sqrt{\text{Area of Sign Sq. Ft.} \times 100}$
 - (d) Number. There shall be only one (1) changeable copy sign or electronic message center on each lot or parcel of land.
 - (e) Design. Changeable copy signs and electronic message centers must be integrated into the freestanding sign or projecting sign for such building or development.
1. Electronic message centers may not change a message or display by an electronic process more frequently than five (5)-second intervals.

2. The sign may be double-faced.
3. Each sign shall be permanently installed or located.
4. Each sign shall be placed in such a manner so as to not interfere with, confuse or present any hazard to traffic.

(f) Banners are not permitted on sites with changeable copy signs.

19.20 Driveway Signs.

- (a) Number. No more than one (1) single-faced, double-faced or four-sided freestanding sign shall be permitted for each driveway. No sign shall be greater than four (4) feet in height.
- (b) Area. The area of a sign permitted in this Subsection shall not exceed six (6) square feet. If a driveway is shared by two (2) or more businesses or premises, each such business or premises is permitted one (1) sign, pursuant to this section, such signs may be incorporated into one (1) eight (8)-square-foot directional sign no greater than four (4) feet in height. The area of such a sign is not calculated with the total signage area permitted on a site.
- (c) Location. An offset of no less than five (5) foot from the ultimate right-of-way line should be maintained.
- (d) Design.
 1. Signs permitted under this Subsection, including the base, must be architecturally integrated with the principal sign on the property. The tone and texture of the sign shall reflect the principal sign construction as close as possible or shall enhance the exterior architecture of the principal sign.
 2. The color scheme of the sign shall complement the color scheme of the principal sign.
 3. The sign face shall be constructed of aluminum, masonry, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.

19.21 Drive-thru Signs.

- (a) Number. Two (2) signs permitted in this Subsection are permitted per drive-thru lane.
- (b) Size. The maximum size area for each sign permitted in this Subsection drive-thru sign shall be no more than thirty-two (32) square feet in area and six (6) feet in height.
- (c) Location. The signs permitted in this Subsection shall be presented on a site plan

and be located within three (3) feet of the drive-thru lanes.

- (d) Design. If the signs permitted in this Subsection are freestanding, the base must be architecturally integrated with the principal sign on the property. The tone and texture of the sign shall reflect the principal sign construction as close as possible or shall enhance the exterior architecture of the principal sign.

- 1. The color scheme of the sign shall complement the color scheme of the principal sign.
- 2. The sign face shall be constructed of aluminum, masonry, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.

19.22 Creative Signs.

- (a) Purpose. The purpose of the creative sign subsection is to establish standards and procedures for the design, review and approval of creative signs, such that consideration may be obtained from the Plan Commission to:
 - 1. Encourage signs of unique design, and that exhibit a high degree of thoughtfulness, imagination, inventiveness and spirit; and,
 - 2. Provide a process for the application of sign regulations in ways that will allow for creatively designed signs that make a positive visual contribution to the overall image of the City, and in certain instances, a creatively designed sign may be permitted even though it is larger or unusual in design.
- (b) Applicability. An applicant may request approval of a sign permit under Section 19.06 to authorize on-site signs that employ standards that differ from the other provisions of this section but comply with the provisions of this subsection.
- (c) Design criteria. An application for a creative sign must first be filed with the Community Development Division. The Plan Commission shall review all creative sign applications and proposals. The Plan Commission may approve, deny or request changes to a sign, based on design criteria of that sign. In approving an application for a creative sign, the Plan Commission shall ensure that a proposed sign meets the following design criteria:
 - 1. Design quality. The sign shall:
 - a. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.
 - b. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, spirit, or classic historic design style.
 - c. Provide strong graphic character through the imaginative use of

graphics, color, texture, quality materials, scale, and proportion.

2. Architectural criteria. The sign shall:
 - a. Utilize and/or enhance the architectural elements of the building.
 - b. Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features/details of the facade.

19.23 Master Sign Program.

- (a) The purpose of the Master Sign Program is to allow qualified buildings and/or centers increased signage area to the specific requirements as hereafter stated.
- (b) The following entities may make application for the Master Sign Program:
 1. Multiple-tenant commercial buildings (MTCBs).
 2. Buildings of at least twenty-five thousand (25,000) square feet of building area.
 3. Commercial or industrial uses which abut Interstate highways.
- (c) Application and Review.
 1. An application for a Master Sign Program must first be filed with the Community Development Division, which may approve, deny or request changes to a sign plan, based on the architecture of that sign. If a property does not have an approved Master Sign Program and a minor tenant applies for new signage, a Master Sign Program will need to be submitted for review and approval prior to the minor tenant's signage being reviewed.
 2. If the Community Development Division and the applicant cannot agree on an approved Master Sign Plan, the applicant may appeal to the Plan Commission in accordance with the variance procedure as stated in Section 19.09. In the case of an application for a minor tenant sign as part of the Master Sign Program, the review of signage application conformance shall be limited to the minor tenant space only and not require the overall conformance of the multi-tenant commercial building.
 3. The Community Development Division, in its discretion, will consider the type and location of the building site, the proposed tenant mix, the size of the development and such other factors as it deems appropriate in evaluating a Master Sign Program.
 4. Each individual sign proposed in accordance with an approved Master Sign Program must be applied for and permitted separately in accordance with this section. After review and approval by the Community Development

Division, all applications for permits for such individual signs must be filed with the Community Development Division.

(d) Freestanding signage (Master Sign Program).

1. Multiple-tenant commercial buildings, or buildings/centers 25,000 square feet or greater and less than 50,000 square feet of building area may be permitted one (1) freestanding sign of no more than 75 square feet in area, ten (10) feet in height.
2. Buildings/centers 50,000 square feet or greater and less than 100,000 square feet of building area may be permitted one (1) sign per building/center of 150 square feet in area, not to exceed twelve (12) feet in height.
3. Buildings/centers 100,000 square feet or greater and less than 300,000 square feet of building area may be permitted one (1) freestanding sign per arterial street of 150 square feet in area each, or one (1) sign of 225 square feet in area, neither to exceed fifteen (15) feet in height.
4. Determination of signage area for buildings/centers 300,000 square feet or greater shall be determined by the Plan Commission.
5. Where changeable copy or electronic message center signage is permitted pursuant to Section 19.20, the area of the changeable copy sign must be included in the total computation of allowable signage.
6. Freestanding signs must be architecturally integrated with the principal building on the property. The base, sides, and top of the sign shall be constructed of masonry or other approved durable materials. The tone and texture of the base, sides, and top shall reflect the principal building construction as close as possible or shall enhance the exterior architecture of the principal building. The base of the sign must be constructed of a masonry material and shall be a minimum of two (2) feet in height.
7. The color scheme of the sign shall complement the color scheme of the principal building.
8. Architectural features (such as sills, piers, reveals, capstones, medallions, etc.) which are part of the architectural makeup of the principal building shall be incorporated into the sign.
9. The sign face shall be constructed of aluminum, masonry, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.
10. The sign structure or post of a freestanding sign must be wrapped in or constructed of a material compatible with the materials utilized in the construction of the building to which the sign refers. The width of the base

of the sign must be equal to or greater than the width of the sign face.

11. Landscaping requirements. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, twenty (20) square feet of sign area equals forty (40) square feet of landscaped area. The Community Development Division or the Plan Commission may reduce or waive this requirement if it is determined the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

(e) Wall Signage (Master Sign Program).

1. Multiple-tenant commercial buildings (MTCBs).
 - a. Area. The maximum allowable area of wall signs for eligible MTCBs shall be computed as one and five-tenths (1.5) square feet per lineal foot of each interior tenant's frontage and the maximum area of a wall sign per tenant shall not exceed 200 square feet. The maximum allowable area for endcap tenants shall be computed as two and five-tenths (2.5) square feet per lineal foot of the tenant's frontage and shall not exceed 250 square feet.
 - (i) Where other wall-mounted signage (e.g. projecting signage, awning signage,) is permitted pursuant to Section 19.16 and 19.17, the area of the wall sign must be included in the total computation of allowable signage.
 - b. Number. For MTCBs where the building is setback and there is a parking lot between the building and street, the total number of wall signage permitted shall be limited to one (1) sign per tenant. Endcap tenants in these MTCBs may be allowed two (2) wall signs on separate facades, not to exceed the area regulated above.
 - c. Number. For MTCBs where the building is oriented with an urban edge and no parking lot is between the building and the street, a wall sign shall be allowed on all facades of an individual tenants' rental space, including endcap tenants, not to exceed the area regulated above.
 - d. Placement. A wall sign must be placed on an exterior wall.
 - (i) A wall sign may not project more than twelve (12) inches from the wall surface.
 - (ii) No part of a wall sign shall extend more than four (4) feet above the plate line nor shall a wall sign extend above a parapet wall, fascia or roofline.
 - (iii) Wall signs facing an alley shall be no larger than five (5) square feet in area, shall be located on the rear entry door

and shall not be illuminated.

- f. Design and Materials. Artistic qualities, design relief and articulation of signage including raised letters, framing and insets/offsets are encouraged.

- (i) The sign face shall be constructed of aluminum, masonry, wood, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.
- (ii) Exclusively flat wall signs, nor box signs shall be permitted. Acceptable alternatives include:
 - (a) Raised/channeled letters on raceway; or,
 - (b) Individual letters.

2. Single Tenant Buildings greater than 25,000 square feet of building area.

a. Area.

- (i) Single Tenant Buildings 25,000 square feet or greater and less than 50,000 square feet of building area may be permitted wall signage no greater than 250 square feet in area, and subject to Community Development Division approval.
- (ii) Single-Tenant Buildings 50,000 square feet or greater and less than 200,000 square feet of building area shall be permitted 300 square feet in wall sign area, plus additional signage area computed by the following formula: five-tenths (0.5) square foot times the setback length of the building from the street frontage, and subject to Community Development Division approval.
- (iii) Single-Tenant Buildings more than 200,000 square feet of building area shall be permitted 400 square feet in wall sign area, plus additional signage area computed by the following formula: five-tenths (0.5) square foot times the setback length of the building from the street frontage, and subject to Community Development Division approval.

b. Number.

- (i) Single-Tenant Buildings 25,000 square feet or greater and less than 100,000 square feet of building area may be permitted three (3) wall signs.

- (ii) Single-Tenant Buildings 100,000 square feet or greater of building area may be permitted four (4) wall signs.

c. Placement. A wall sign must be placed on an exterior wall.

- (i) A wall sign may not project more than twelve (12) inches from the wall surface.
- (ii) No part of a wall sign shall extend more than four (4) feet above the plate line nor shall a wall sign extend above a parapet wall, fascia or roofline.
- (iii) Wall signs facing an alley shall be no larger than five (5) square feet in area, shall be located on the rear entry door and shall not be illuminated.

d. Design. Artistic qualities, design relief and articulation of signage including raised letters, framing, insets/offsets and unique shapes are encouraged.

- (i) The sign face shall be constructed of aluminum, masonry, wood or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.
- (ii) Exclusively flat wall signs, nor box signs shall be permitted. Acceptable alternatives include:
 - (a) Raised/channeled letters on raceway; or,
 - (b) Individual letters.

3. Determination of wall signage area for buildings greater than 300,000 square feet of building area shall be determined by the Plan Commission.

19.24 (Reserved)

19.25 Severability. If any provision, clause, sentence, paragraph, subsection or part of this code, or application thereof to any person, firm, corporation or circumstance shall, for any reason, be adjudged by a court of competent jurisdiction to be unconstitutional or invalid, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof. It is the intent of the Common Council that this code would have been adopted had any such invalid provision or provisions not been included.

PART II. The terms and provisions of this ordinance are severable. Should any term or provision of this ordinance be found to be invalid by a court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

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

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

PASSED AND ADOPTED by the Common Council of the City of Greenfield on the _____ day of _____, 2021.

APPROVED:

Michael J. Neitzke, Mayor

ATTEST:

Jennifer Goergen, City Clerk