

Sign Code

Sign code requirements as detailed in Article IX of Chapter 475 of Allouez Village Ordinances.

Total sign area shall not exceed 300 square feet per property.

Monument signs:

- One monument sign is allowed per lot, except for businesses directly abutting a recreational trail. Trail ancillary monument signs shall not be visible from the primary monument sign and shall be installed and maintained so as not to require crossing the trail right-of-way or easement.
- The minimum setback of a monument sign is 8 feet measured from the right-of-way. Where possible, the following setbacks shall also apply:
 - Setback 50 feet from a residential district.
 - Set back 30 feet from an intersection.
 - Setback 15 feet from a driveway.
- Single-tenant monument signs shall include the street address for the property mounted on the base of the sign (minimum 5-inch numbering).
- Monument signs shall have a decorative base at least two feet high and constructed of the same or similar materials as the principal building (e.g. stone, decorative block).
- A 2 foot landscaped area shall completely surround the base of the monument sign.
- Monument sign area and height requirements are detailed in the table below. Area and height computations are calculated based on the formulas set forth in Section 475-74B.

Building Type/Area and Number of Tenants	Maximum Sign Area	Maximum Sign Height
1-2 tenants and building < 25,000sq. ft.	32 sq. ft. per side (64 sq. ft. total)	8 feet
3+ tenants and building < 25,000sq. ft.	48 sq. ft. per side (96 sq. ft. total)	8 feet
3+ tenants or building 25,000 - 50,000sq. ft.	48 sq. ft. per side (96 sq. ft. total)	8 feet
3+ tenants or building 50,000 - 100,000sq. ft.	64 sq. ft. per side (128 sq. ft. total)	10 feet
3+ tenants or building > 100,000sq. ft.	64 sq. ft. per side (128 sq. ft. total)	10 feet
Trail ancillary signs	6 sq. ft. per side (12 sq. ft. total)	5 ½ feet

Wall signs:

- One wall sign is allowed per business, except for businesses directly abutting a recreational trail. Trail ancillary wall signs shall not be visible from the primary wall sign.
- Sign area:
 - Primary wall signs shall be no larger than 15% of the business street frontage.
 - Trail ancillary wall signs shall be no larger than 10% of the business trail frontage.
 - Total area for buildings cannot exceed 72 square inches (0.5 square foot) per lineal foot of lot frontage.
- Wall signs cannot extend further than 18 inches from the wall they are mounted.

LED message center:

- Signs located in residential areas (lots surrounded by 40% or more of “A” Residential or “B” Residential lots) can change every 15 minutes on the quarter hour and can contain static text, graphic displays, and pictorial representations.
- Signs located in non-residential areas (lots surrounded by less than 40% of “A” Residential or “B” Residential lots) may contain static text, graphic displays, and pictorial representations which may change no less than once every 3 seconds.
- Messages cannot flash, scroll, or depict movement.
- Permitted only as an ancillary part of a permanent monument sign and not to measure larger than 40% of the total allowed monument sign area or 19.2 square feet, whichever is less.

Illumination standards:

- Signs cannot be illuminated, either internally or externally, between the hours of 10:00 P.M. and sunrise (Exception – a business or institution with an on-site sign can leave the sign on during the hours of operation).
- All electrical wires must be covered and all electrical work must comply with the applicable provisions of the Village Electrical Code.
- Trail ancillary signs shall be neither internally nor externally illuminated.
- Except for displays on LED message centers, the lighting intensity of any sign, whether resulting from internal or external illumination, cannot exceed 60 foot candles at 2 feet away from the geometric center of the sign.
- All LED message centers shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination. The sign must not exceed a maximum illumination of 8,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.
- The use of unshielded lighting, (e.g. exposed incandescent light bulbs, neon tubing), with the exception of seasonal decorations, intended to illuminate a sign is prohibited.
- All sign lighting must be designed, located, shielded, or hooded to prevent the casting of glare or direct light upon adjacent roadways, upon surrounding properties, and into the sky.
- Any externally illuminated sign using ground mounted fixtures (i.e. floodlight) shall have landscape plantings or other natural obstructions that completely shield the light source from the surrounding view yearlong.

This information shall not be construed as a comprehensive view of local, state, or federal regulations. All applicable regulations shall be followed and necessary permits be received prior to beginning construction.

The official Village Zoning Map, as well as a copy of the Village Zoning Ordinance (with the above regulations in depth) is available on the Village website (www.villageofallouez.com), or upon request at the Village Hall.

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