

**PLAN COMMISSION
VILLAGE OF WESTON, WISCONSIN
RESOLUTION NO. 2019-PC-001**

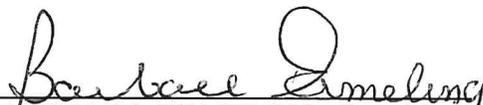
- A RESOLUTION,** adopting the Weston Marketplace Master Sign Plan.
- WHEREAS,** the Weston Marketplace is a 4-building multi-tenant commercial development, located on northwest corner of Schofield Avenue and Camp Phillips Road, which is the busiest intersection within the Village.
- WHEREAS,** the property is within the D-WM Design Overlay District.
- WHEREAS,** the D-WM grants Plan Commission the ability to amend or supplement the Weston Center Master Plan.
- WHEREAS,** the Plan Commission is exercising its power to supplement the Weston Center Master Plan with the Weston Marketplace Master Sign Plan.
- WHEREAS,** the Weston Marketplace Master Sign Plan establish a structural framework for the provision of a coherent process of approving signs in conjunction with commercial occupancy of the Weston Marketplace.

BE IT RESOLVED by the Plan Commission for the Village of Weston that the Commission approves the attached Master Sign Plan for the Weston Marketplace.

BE IT FURTHER RESOLVED that the Plan Commission directs staff to notify the affected property owners of this change in writing implementing the change on March 12, 2019.

PASSED BY THE PLAN COMMISSION OF THE VILLAGE OF WESTON, at a regular meeting thereof, this 11 day of March 2019.

VILLAGE OF WESTON, a Municipal Corporation of the State of Wisconsin.

By: 
BARBARA ERMELING, President

ATTEST:

By: 
VALERIE PARKER, Secretary

WESTON MARKETPLACE

MASTER SIGN PLAN

LOKRE DEVELOPMENT COMPANY

Approved by Village of Weston Plan Commission:
3-11-2019
Resolution 2019-PC-001

PREPARED FOR:

Lokre Development Company
3062 Village Park Drive
Plover, WI 54467

PREPARED BY:

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I. INTENT

The purpose of the Weston Marketplace Master Sign Plan is to establish a structural framework for the provision of a coherent process of approving signs in conjunction with commercial occupancy of the Weston Marketplace (“the Development”). The Master Sign Plan has two major goals: providing easy-to-understand sign design standards for businesses and providing signs that are complimentary to the development of Weston Marketplace.

The Weston Marketplace Master Sign Plan (“Master Sign Plan”) establishes requirements for all business signs within the Development. The specific elements within this Master Sign Plan shall be used in lieu of Article 13 Signs of the Zoning Ordinance for the Village of Weston (Chapter 94). All other standards of Article 13 not mentioned herein shall be upheld.

The Master Sign Plan will ensure a uniform, easy-to-understand application of standards for new signs across the Development. The Master Sign Plan is intended to mitigate situations that may be hazardous, confusing, or undesirable due to the improper design and/or construction of signs within the Development.

This Master Sign Plan does not apply to the Weston Farmers’ Market or any of the associated activities.

It shall be the Property Owner or their designee’s responsibility to inform all tenants of the Weston Marketplace of the contents of this Master Sign Plan and ensure all tenants are conforming to all standards listed herein.

II. DEFINITIONS

For all definitions, except as provided below, please see Section 94.13.03 General Sign Standards for specifics to signs. All other definitions shall be consistent with Article 17 of Chapter 94.

- A. Signable Wall: See “Exhibit ‘A’” for all walls that are considered signable within the Weston Marketplace.

III. PERMITTING PROCEDURES

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a sign permit, as established within Section 94.13.02 Sign Permitting and Approval Procedures and are subject to the fees listed in the Schedule of Fees. All sign permits must be approved by the property owner or a designee prior to submittal to the Village of Weston Planning and Development department for review.

The Development is not subject to the Special Exceptions process listed in Section 94.13.02(9)

IV. SIGN PROHIBITIONS AND LIMITATIONS

All signs are subject to the prohibitions and limitations listed within Section 94.13.04(1). The following sign types are expressly prohibited within the Development:

- A. Billboards or off-premise signs
- B. Freestanding signs
- C. Garage, yard, estate and In-home Sale Signs
- D. Permanent banner signs
- E. Signs located within the right-of-way (except regulatory and government information signs)
- F. Temporary signs for off-site events of public interest
- G. Temporary signs not advertising a special event at a business (ex. “Now Hiring,” “Open,” or general advertisement)
- H. Variable Message Signs, except as described herein

V. EXEMPT SIGNS

The following sign types are permitted without the need for a sign permit, in cases where they are beneath any size limitation provided herein. Such signs shall not count as part of the maximum permitted sign area defined by this Master Sign Plan, unless they are above any size limitations provided herein and therefore requiring a sign permit.

- A. Addresses. Address numerals and other sign information required to identify a location by law or governmental order, rule, or regulation, provided that such sign does not exceed one square foot in area per address; or the size required by any law, order, rule or regulation; whichever is greater.
- B. Architectural Elements. Integral decorative or architectural elements of buildings or works of art, so long as there is no commercial message, trademark, moving parts, or moving lights.
- C. Auxiliary Signs. Auxiliary signs less than one square foot placed in store windows regarding hours of operation, accepted charge cards, warnings, or similar information.
- D. Business Nameplates. A single non-illuminated nameplate, not exceeding two square feet mounted on the building face, denoting the name of a business legally conducted on the premises.
- E. Commemorative Signs. Plaques, tablets, cornerstones, or lettering inlaid into the architectural materials of a building or structure denoting the name of that structure or its date of erection.
- F. Construction or Project Identification Signs. Per one-time event sign requirements of Section 94.13.08.
- G. Flags. Flags, standards, emblems, and insignia of governmental, civic, philanthropic, religious, or educational organizations, when not displayed in connection with a commercial promotion or as an advertising device.
- H. Historical Markers. Commemorative plaques, memorial tablets, or emblems of historical bodies, not exceeding two square feet, placed flat against a building, monument, or other permanent surface.
- I. Holiday Decorations. Temporary displays of a primarily decorative nature, in connection with traditionally accepted civic, patriotic, or religious holidays.
- J. Interior Signs. Signs that are located on the interior of a premise and that are primarily oriented to persons within that premises.
- K. Management Signs. Signs not exceeding four square feet that designate the real estate management agent for the premises on which they are located.
- L. Menu Board Signs. One menu board sign for a drive-in or drive-through restaurant exclusive of any two-way microphone/speaker devices, provided that the sign does not exceed 40 square feet in area or 8 feet in height.
- M. “Open” Signs. Signs that advertise a premise as open for business or inspection, with no more than one sign per street on which the property has frontage and no more than 4 square feet per sign. This sign is internal or may be mounted to a wall sign as an auxiliary sign. Free standing open signs are not permitted.
- N. Political/Election Signs. Per the one-time event sign requirements of Section 94.13.08.
- O. Real Estate Signs. Per the one-time event sign requirements of Section 94.13.08.
- P. Regulatory and Government Information Signs. Signs erected by or on behalf of a duly constituted governmental body and for regulatory and other basic government informational purposes, including but not limited to legal

notices; handicap parking signs; and traffic signs or other regulatory, directional, or warning signs. Any other sign for broader governmental purposes shall require a permit.

- Q. Required Signs. Signs required by State or Federal statute or regulation that do not exceed 110 percent of the minimum legal-size requirements.
- R. Sandwich board/pedestal sign. A movable, on-premise sign placed by hand, directly outside the building while the business is open; removed at the time the business closes each day; self-supporting and stable even on windy days because of its design; and meeting all applicable size, placement, and other requirements of Section 94.13.04(6). Does not include “mobile signs”.
- S. Site Information Signs. Signs of no more than 4 square feet that, without including advertising of any kind, provide direction or instruction to facilities intended to serve the public, such as rest rooms, public telephones, walkways, parking, and similar facilities.
- T. Window Signs. Per the associated requirements in Section 94.13.05(5).

VI. TEMPORARY SIGNS

Except sign types listed in Section IV., all temporary signs are subject to Section 94.13.08 One-time Event Signs. All temporary signs must be approved by the property owner or a designee. The applicant shall provide proof of approval at the time of submitting a temporary sign permit application to the Village. All sign types listed within Section 94.13.08 One-time Event Signs shall require a permit, except for signs listed in Section V. of the Master Sign Plan.

Temporary signs are permitted per 30-day period at 5 times per year per business. A maximum of 1 temporary sign per building shall be permitted at one time.

VII. GENERAL DESIGN STANDARDS FOR NEW SIGNS

- A. Wall Signs.
 - a. 3806 Schofield Avenue: 1 wall sign per business per signable wall. The area of an individual wall sign shall be a maximum of 32 square feet per 2,000 square feet occupied by the business, not considering any fraction amounts of area occupied. For businesses occupying an area less than 2,000 square feet, wall signs shall not exceed 32 square feet in size.
 - b. 3910 Schofield Avenue: 1 wall sign per business per signable wall. The area of an individual wall sign shall be a maximum of 50 square feet per 2,000 square feet occupied by the business, not considering any fraction amounts of area occupied. For businesses occupying an area less than 2,000 square feet, wall signs shall not exceed 32 square feet in size.
 - c. 4002 Schofield Avenue: 1 wall sign per business per signable wall. The area of an individual wall sign shall be a maximum of 32 square feet per 2,000 square feet occupied by the business, not considering any fraction amounts of area occupied. For businesses occupying an area less than 2,000 square feet, wall signs shall not exceed 24 square feet in size.
 - d. 4020 Schofield Avenue: 1 wall sign per business per signable wall. The area of an individual wall sign shall be a maximum of 32 square feet per 2,000 square feet occupied by the business, not considering any fraction amounts of area occupied. For businesses occupying an area less than 2,000 square feet, wall signs shall not exceed 24 square feet in size.
- B. Freestanding Signs.

Freestanding signs for individual businesses are not permitted.

C. Group Development Sign.

A group development sign has been approved by the Plan Commission for the Weston Marketplace development under permit number SIGN-4-15-5840. This permit also extends to the two entrance signs for the development. The sign permit is attached as "Exhibit 'B.'"

VIII. MAINTENANCE OF SIGNS

All signs shall be maintained to reflect their original quality and construction. Signs shall be maintained in accordance with Section 94.13.10 Maintenance Requirements. Regular maintenance does not require a permit. Broken or damaged signs shall be repaired within 10 days. Signs advertising a business no longer in operation shall be removed within 10 days of closing.

IX. NONCONFORMING SIGNS

Nonconforming signs may be maintained. No nonconforming on-premise sign shall be altered, extended, enlarged, converted, or moved to a new location without being brought into compliance with the requirements of this Master Sign Plan, except that sign face copy or materials may be repaired or replaced, and a marquee or other permanent sign with a manually changeable message may be converted to a variable message sign, provided that sign area is not increased or reconfigured. Alteration of a nonconforming on-premise sign is considered to be any other change to the exterior appearance of any part of the sign, frame, supporting structure, lighting, material, height, location, or any other alterations as determined by the Zoning Administrator.

X. MASTER SIGN PLAN AMENDMENT PROCESS

Minor modifications to the Master Signage Plan such as administrative improvements to the text, clarification of the text, graphics, document format, or document references may be modified following application review and approval by the Zoning Administrator in accordance Village of Weston Zoning Ordinance.

Major modifications or amendments to the Master Sign Plan such as, but not limited to, total sign area allowances, setbacks, locations of signs, sign area, sign height, shall be modified by application for review by the Plan Commission in pursuant to Section 94.6.02(3)(d) *Weston Marketplace Overlay* and adopted by resolution.

XI. VIOLATIONS AND ENFORCEMENT

A sign is in violation of the Master Sign Plan if:

- A. Installed or constructed without an approved sign permit;
- B. Installed inconsistent with the approved sign permit issued by the Village; or
- C. Found to be in violation of this document or with the Zoning Ordinance and does not correct the issue within the time allotted by the Village.

If, upon inspection, the Village finds violations of the Master Sign Plan, the Village will inform the business owner and property owner of the violation, in writing. This written warning shall be considered a first offense and if not corrected at this stage, will necessitate the institution of the next level of enforcement. The project developer or property owner shall change the sign or correct the violation within 10 days of receiving the violation notice, or as stated within the letter.

If the Village inspects the site and finds that the problem has not been corrected, a monetary fine will accompany subsequent offenses. Fines will be imposed according to the following: second offense with a \$100 fine; third offense with a \$200 fine; fourth offense with a \$400 fine; and all subsequent offenses shall be twice the preceding fine.

All costs incurred by the Village from enforcing this document shall be passed on to the property owner on record.

XII. CONTACT INFORMATION

Property Owner:	Roland "Rolly" Lokre Lokre Development Company 3062 Village Park Drive Plover, WI 54467 rolly@lokre.com 805.455.2096	Property Manager:	Victor Anderson Lokre Development Company 3062 Village Park Drive Plover, WI 54467 victor@lokre.com 715.574.1677
Village of Weston:	Planning and Development 5500 Schofield Avenue Weston, WI 54476 plandev@westonwi.gov 715.241.2613	Permits:	www.westonwi.gov/epermits