

ORDINANCE NO.

**CHAPTER 27
SIGNS AND OUTDOOR
ADVERTISING**

**AN ORDINANCE TO AMEND CERTAIN PROVISIONS
OF THE SIGNS AND OUTDOOR ADVERTISING CODE OF THE
MUNICIPAL CODE OF THE CITY OF WAUKESHA, WISCONSIN**

THE COMMON COUNCIL OF THE CITY OF WAUKESHA DO ORDAIN AS
FOLLOWS:

SECTION I. Subsection 27.03(2) of the Waukesha Municipal Code is hereby amended to read as follows:

27.03 Permit Required

(2) (Cr. #10-03) (Am. #42-07) Exemptions. Except as otherwise specified herein, the following signs shall be permitted in addition to the other allowed signs and shall not require the issuance of a sign permit for their erection, alteration or placement. The exemptions shall not be construed as relieving the owner of a sign from complying with all applicable provisions of this chapter, as well as other provisions of the Municipal Code.

- (a) Identification. Limited to name of owner, name of business, business address and hours of operation not to exceed five (5) square feet and four (4) feet in height.
- (b) Directional and Informational. Erected for safety and informational purpose, but not advertising purposes and shall not exceed two (2) square feet.
- (c) For Sale, for Rent, Construction or Future Use. For sale, rental, lease, and construction or future use of premise signs permitted in sections 27.06(1) and (2).
- (d) Warning Signs. "No Trespassing", "No Dumping", "No Parking", "No Dogs", or other similar signs are permitted, not exceeding three (3) square feet in area, and not exceeding two (2) in number for each premise.
- (e) Home Occupation and Family Care Home Signs. One non-illuminating sign is permitted not exceeding one square feet in area and mounted flat against the wall of a dwelling or accessory building or visible through a window which identifies a home occupation or family daycare home as defined in Wisconsin Administrative Code DCF section 203.02(7).

- (f) Governmental Legal Notices. Signs duly authorized and erected by a governmental agency which serves to inform, regulate, direct or warn the public, which would include railroad crossing signs.
- (g) Flags. Wisconsin and U.S. Flags
- (h) Campaign Signs. Campaign signs as permitted under Section 27.06(6).
- (i) Window Signs. Signs temporarily affixed to the inside of windows permitted under Section 27.06(4) and window signs with letters 4 inches or less in height.
- (j) Downtown A-Frame Signs. A-frame portable signs permitted under Section 27.06(6).
- (k) Special Event Signs. Temporary signs advertising special community events permitted under Section 27.06(7).
- (l) Rummage Sale & Open Houses. Signs advertising rummage sales and open houses permitted under 27.04(11)(b)(2).

SECTION II. Subsection 27.06(6) of the Waukesha Municipal Code is hereby amended to read as follows:

27.06 Temporary Signs

(6) (Cr. #37-01) DOWNTOWN A-FRAMES. Due to the unique, historic old-world nature of the downtown B-2 District, and due to the fact that the area is specially arranged to support and encourage pedestrian travel between businesses, portable sandwich board signs may be erected, altered or placed without authorization in the downtown B-2 District provided that their use complies with the following:

- (a) The signs shall be set back a minimum of 1 foot from the curb of the public right-of-way.
- (b) The signs shall be situated to allow an unobstructed area of travel of no less than 4 feet for pedestrian traffic on the public right-of-way.
- (c) Displays placed on the signs shall be designed to fit within the sign's display area and shall not project outside the sign's perimeter.
- (d) The signs shall be kept inside the business premises when the business is closed.

- (e) The signs shall conform to Sections 27.04(2), (4), (9) and (11).
- (f) No sandwich board sign may contain any reflective material or colors; or designs that resemble traffic control signs.
- (g) One (1) sandwich board sign per property may be displayed.
- (h) Sandwich board signs may not exceed three (3) feet wide and four (4) feet high, with a maximum surface area of twelve (12) square feet.
- (i) Sandwich board signs may not be illuminated or electrified.

SECTION III. Subsection 27.06(7) of the Waukesha Municipal Code is hereby amended to read as follows:

27.06 Temporary Signs

(7) (Cr. #10-03) SPECIAL COMMUNITY EVENTS. Temporary signs advertising special events shall be permitted for 2 weeks prior to the event and shall be removed 2 days following the event. Such signs may only be placed in the City with the consent of the property owner. Temporary signs advertising special events shall be limited to a total of 6 signs not to exceed 32 square feet each. If the message on the sign is not exclusively related to the use of the premises on which the sign is located, the sign shall not be considered a billboard under section 27.02(5). No permit or fee shall be required for temporary signs placed under this section.

SECTION IV. Subsection 27.10 of the Waukesha Municipal Code is hereby amended to read as follows:

27.10 Residence Districts

Any display sign for commercial or institutional uses in any residence district, as regulated in the Table of Permitted Display Signs, shall be permitted only as a conditional use by the Sign Review Board. Subdivision identification signs may be permitted without conditional use permit.

SECTION V. All ordinances or parts of ordinances inconsistent with or contravening the provisions of this ordinance are hereby repealed.

SECTION VI. This ordinance shall take effect and be in force from and after the date of its passage and publication.

Passed this _____ day of _____, 2014.

Approved this _____ day of _____, 2014.

Shawn Reilly, Mayor

Attest:

Gina Kozlik, City Clerk