



CITY OF WAUKESHA

Administration

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Common Council Item Number: Click here to enter text.	Date: 5/15/2017
Submitted By: Ron Grall, Director of Parks, Recreation & Forestry Joanna Adamicki, Special Events Coordinator	City Administrator Approval: Kevin Lahner, City Administrator
Finance Department Review: Rich Abbott, Finance Director	City Attorney's Office Review: Brian Running, City Attorney
Subject: To recommend an amendment to Municipal Code sec 27.04 (15)(a) to add P-1 and I-1 to the list of permitted zones for message board signage.	

Details:
The sign in Cutler Park is due for replacement. The City was a recipient of the Meijer Community Grant in 2016 providing the opportunity to improve the sign which identifies Cutler Park and the Library. The funds are sufficient to provide a message board sign which would be utilized to promote City events, however Municipal Code sec 27.04 (15)(a) does not permit message board signs in P-1 or I-1. Cutler Park is zoned I-1, In addition P-1 is requested to be included for possible future park signs.

Options & Alternatives:
Currently paper and wooden signs, as well as banners are utilized to promote City events. This not only causes increased labor in design, printing, and installation of signs, it is also not as cost effective nor esthetically pleasing. The improved park sign would allow for more pertinent and up to date information. Alternatively, the current sign could be replaced with a similar, common wooden park sign.

Financial Remarks:
The indicated 2017 contract for fabrication and installation of the sign is \$23,985.60 and will be expended through account Private Donations 5574.68290.

Executive Action:
Motion to amend Municipal Code sec 27.04 (15)(a) to add P-1 and I-1 to the list of permitted zones for a message board signage.

Committee Recommendation:
The Parks, Recreation & Forestry Board will address this item at their May 15, 2017 meeting.

