

City of Waukesha, Wisconsin

Ordinance No. _____-16

**An Ordinance Amending Subsections (15) and (16) of Section 27.04
of the Waukesha Municipal Code, Regarding Reader Board Signs**

The Common Council of the City of Waukesha do ordain as follows:

Section 1. Subsections (15) and (16) of Municipal Code Section 27.04 are amended to read in their entirety as follows:

(15) Reader Boards. (Am. #8-12)(Am. # -16)

- (a) B-3, B-5, M-2 and M-3 Zones.** Reader board signs are permitted on properties zoned B-3, B-5, M-2 and M-3, subject to the following provisions:
 - (i)** Except as otherwise set forth in this subsection, the message area of reader board signs that are mounted to a wall of a building shall not exceed 25% of the total area of all wall-mounted display signs on the premises.
 - (ii)** The message area of all other reader board signs, including projecting signs and window signs, shall not exceed 25% of the sign's total area.
 - (iii)** Reader board signs may change messages not more than once every 10 minutes and the change must be made in one-half second or less and not flash, scroll, alternate, move or show video.
 - (iv)** Display brightness cannot exceed 500 nits at night and 3000 nits during the day.
 - (v)** Electronic reader boards shall not face residential properties.
- (b) B-2 Central Business District.** Reader board signs are permitted within the B-2 Central Business District, subject to the following provisions:
 - (i)** Reader boards may only be mounted on the exterior of theater buildings. For purposes of this subsection, "theater building" means a building which contains a stage, permanent seating facing the stage, and installed equipment for theatrical sound, lighting and projection, and having as its primary purpose the presentation and viewing of theatrical shows and motion pictures.
 - (ii)** The total area of the electronic display portion of the reader board sign may not exceed 60 square feet.

- (iii) Reader board signs shall not change messages more than once per day.
- (iv) Reader board messages shall be static and shall not flash, scroll, move, alternate, be animated, or show video.
- (v) Reader board signs shall be designed and operated to resemble a traditional theater marquee in appearance as much as reasonably possible.
- (vi) The electronic display portion of the reader board may not exceed 500 nits in brightness at night or 3000 nits in brightness during the day.

(16) Downtown Shopping Area. Internally-illuminated projecting signs are prohibited in the Downtown Shopping Area, as shown below, except for reader board signs as provided in subsection (15)(b), above.

[Map of Downtown Shopping Area]

Section 2. This Ordinance shall be effective immediately upon its publication.

Passed the _____ day of _____, 2016.

Shawn N. Reilly, Mayor

Attest: Gina L. Kozlik, City Clerk