

City of Waukesha, Wisconsin

Ordinance No. 2022-_____

An Ordinance Amending Section 27.03 of the Waukesha Signs and Outdoor Advertising Code, Regarding Permanent Signs

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

Section 1. Subsections 27.03(1), (2)(a)—(b), (4)(d), and (14)(a) of the Waukesha Municipal Code are hereby amended and subsections 27.03(14)(v) and (16)(i) are hereby created to read as follows:

27.03 Permanent Signs

- (1) **Permit Required.** All Permanent Signs shall comply with the requirements of this section. No Permanent Sign may be erected, altered, or placed until a sign permit has first been issued by the Department. Where Signs are illuminated electrically, a separate electrical permit shall be obtained as required by the electrical code.
- (2) **Allowable Permanent Sign Types by Zoning District.** Permanent Signs, except Detached Signs, are allowed in specific zoning districts only as follows:
 - (a) **RD and RS-1, RS-2, and RS-3 Districts.** Permanent Signs are not allowed.
 - (b) **RM, and RS-4 Districts.** Wall Signs complying with §27.03(9) are allowed with a permit. All other Permanent Signs are not allowed.
 - (c) **I-1, A-1, and P-1 Districts.** Wall Signs complying with §27.03(9), Projecting Signs complying with §27.03(11), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.
 - (d) **M-1, M-2, and M-3 Districts.** Wall Signs complying with §27.03(9), Roof Signs complying with §27.03(10), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), Reader Board Signs complying with §27.03(14)(a), and Menu Board Signs complying

with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.

- (e) **B-2 District.** Wall Signs complying with §27.03(9), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), Reader Board Signs complying with §27.03(14)(b), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.
- (f) **B-1 and B-4 Districts.** Wall Signs complying with §27.03(9), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.
- (g) **B-3, B-5, and MM-1 Districts.** Wall Signs complying with §27.03(9), Roof Signs complying with §27.03(10), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), Reader Board Signs complying with §27.03(14)(a), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.

...

(4) Application for Permit.

- (a) All applications for a Permanent Sign permit shall be made on a form furnished by the Department....

....

- (d) ~~Approval or denial of the application shall be noted on a copy of the application and forwarded to the applicant. Upon approval or denial of a Permanent Sign Permit, the Department shall promptly notify the applicant of its decision in writing.~~

...

(14) Reader Board Signs.

- (a) Reader Boards are permitted on properties in the I-1, P-1, B-3, B-4, B-5, M-1, M-2, M-3, and MM-1 districts, subject to the following provisions.
 - (i) Reader Boards may change messages not more than once every 2 minutes and the change must be made in one-half second or less and not flash, scroll, alternate, move, or show video.

- (ii) The electronic display portion of the Reader Board may not exceed 500 nits in luminance from sunset to sunrise and 3000 nits in luminance from sunrise to sunset, but in no case may illumination exceed the standard in Municipal Code §22.59(1)(c).
- (iii) All permitted Reader Boards shall be equipped with a sensor or other device that automatically determines the ambient light and dims the display according to ambient light conditions, or that can be adjusted to comply with brightness limits.
- (iv) Reader Boards ~~shall not face residential properties~~ must be placed perpendicular to the Right of Way.
- (v) Any Reader Board on a property adjacent to a residential district must be turned off between the hours of 10:00 PM and 6:00 AM. Reader Boards shall be set back at least 100 feet from the property line of any adjacent residential district on the same side of the street.

...

(16) Detached Signs. Detached signs are subject to the terms of the table below and the following subsections.

- (a) Poles and support structures for Detached Signs must be covered with decorative sleeves or masonry.

...

- (i) On any property with one detached sign, additional detached signs are allowed with a maximum sign area of five square feet. These signs must meet all applicable height, setback, and other requirements of this section, and their sign area counts toward the maximum allowable sign area for the premises.

Section 2. This ordinance shall take effect the day after publication.

Passed the ____ day of _____, 2022.

Shawn N. Reilly, Mayor

Attest: Gina L. Kozlik, City Clerk