

City of Waukesha, Wisconsin

Ordinance No. 2022-_____

An Ordinance Creating Subsection 34(m) of Section 27.02 of the Waukesha Signs and Outdoor Advertising Code, Regarding the Definition of ‘Sign’

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

Section 1. Section 27.02(34)(m) of the Waukesha Municipal Code is hereby created to read as follows:

27.02 Definitions

In this Chapter, capitalized terms shall have the following meanings:

...

- (34) Sign.** Any display, including its supporting structure and component parts, intended to be observed from outside for advertising, announcement, or identification in any medium. The term Sign includes all categories of Signs described in this Chapter 27, including but not limited to A-Frame Signs, Awning Signs, Banner Signs, Billboard Signs, Cabinet Signs, Detached Signs, Dual-Post Signs, Feather Signs, Flags, Inflatables, Menu Board Signs, Monument Signs, Permanent Signs, Portable Signs, Projecting Signs, Pylon Signs, Roof Signs, Temporary Signs, Wall Signs, Window Signs, and Yard Signs. Regardless of the foregoing, the following are not Signs subject to the regulations of this Chapter:

...

(m) Gas station fuel pumps and any messages directly applied upon them.

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