

**City of Waukesha, Wisconsin**

**Ordinance No. 2023 – \_\_\_\_\_**

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**An Ordinance Creating New Subsection (16) and Amending and  
Renumbering Existing Subsection (16) of Section 27.03 of the  
Waukesha Municipal Code, Regarding the Downtown Perimeter District**

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

**Section 1.** New Subsection (16) of Section 27.03 of the Waukesha Municipal Code is created to read in its entirety as follows:

- (16) Downtown Perimeter District.** Within the Downtown Perimeter District, the following rules apply:
- (a)** Cabinet Signs are prohibited.
  - (b)** All Signs shall be scaled appropriately to the building and to the area where they will be placed.
  - (c)** Signs shall not cover any architectural features or ornamentation on a building.
  - (d)** Monument Signs shall be set back a minimum of 2 feet from Premises boundaries and rights-of-way, and shall have a maximum Height of 6 feet.
  - (e)** Illuminated and Monument Signs shall be located only in street yards that abut Wisconsin Avenue, Barstow Street, North Street, and St. Paul Avenue.
  - (f)** New developments shall include sign plans and specifications as part of the submissions to the Plan Commission for Site Plan and Architectural Review and Conditional Use Permits.

**Section 2.** Existing Subsection (16) is renumbered (17).

**Section 3.** The table in new Subsection (17) is amended to appear as follows:

Zoning District	Permitted Detached Sign Types	Maximum Height	Maximum Sign Area	Setback	Maximum Number of Signs
RD RS	None	NA	NA	NA	NA
RM	Monument	8 feet	0.6 ft <sup>2</sup> per foot of lot frontage, up to 50 ft <sup>2</sup> max	15 feet	One per Premises
I-1 A-1 P-1	Dual-Post, Monument	Dual-Post 8 ft Monument 14 ft	0.6 ft <sup>2</sup> per foot of Lot Width, up to 100 ft <sup>2</sup> max	10 feet for Signs up to 6 ft Height, 15 ft for Height in excess of 6 ft	One per street frontage of a Premises. Additional signs on intersecting streets must be at least 500 ft from any other Detached Sign.
B-1 B-3 B-4	Dual-Post, Monument	Dual-post 8 ft Monument 14 ft	0.6 ft <sup>2</sup> per foot of Lot Width, up to 100 ft <sup>2</sup> max	10 feet for Signs up to 6 ft Height, 15 ft for Height in excess of 6 ft	One per Premises
B-2 Downtown Perimeter District	Monument	6 feet	0.6 ft <sup>2</sup> per foot of Lot Width	2 feet	One per Premises
B-2 All other	None	NA	NA	NA	NA
B-5 MM-1	Dual-Post, Monument, Pylon	Dual-Post 8 ft Monument 20 ft Pylon 20 ft	0.8 ft <sup>2</sup> per foot of Lot Width, up to 150 ft <sup>2</sup> max	10 ft for Signs up to 6 ft Height 15 ft for Signs between 6 and 14 ft Height 20 ft for Signs greater than 15 ft Height	One per Premises. Additional Detached Signs no greater than 5 ft <sup>2</sup> each are allowed.
M-1 M-2 M-3	Dual-Post, Monument, Pylon	Dual-Post 8 ft Monument 20 ft Pylon 20 ft	0.8 ft <sup>2</sup> per foot of Lot Width, up to 150 ft <sup>2</sup> max	10 ft for Signs up to 6 ft Height 15 ft for Signs between 6 and 14 ft Height 20 ft for Signs greater than 15 ft Height	One per Premises. Additional Detached Signs no greater than 5 ft <sup>2</sup> each are allowed.

**Section 4.** All ordinances, or portions of ordinances, inconsistent with this ordinance are hereby repealed.

**Section 5.** This Ordinance shall be effective the day after its publication.

Passed the \_\_\_\_\_ day of December, 2023.

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Shawn N. Reilly, Mayor

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Attest: Gina L. Kozlik, City Clerk