

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 design 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 every ten minutes.
- (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 overall 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 design brightness at night or 3000 nits in design 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 April, 2016.

Shawn N. Reilly, Mayor

Attest: Gina L. Kozlik, City Clerk