*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting:	**JOINT PLAN COMMISSION AND ECONOMIC DEVELOPMENT COMMITTEE**
Date/Time:	**Tuesday, December 15, 2015 at 5:00 p.m.**
Location:	**Council Chambers, 1st Floor, 407 Grant Street**
Members:	Tipple (C), Lindman, Oberbeck, Bohlken, Gisselman, Atwell

AGENDA ITEMS FOR CONSIDERATION/ACTION

	1	**PUBLIC HEARING:** Consideration of "Resolution Designating Proposed Amended Boundaries and Approving a Project Plan Amendment for Tax Incremental District No. 3, City of Wausau, Wisconsin"
	2	**PUBLIC HEARING:** Consideration of "Resolution Designating Proposed Amended Boundaries and Approving a Project Plan Amendment for Tax Incremental District No. 5, City of Wausau, Wisconsin"
	3	**PUBLIC HEARING:** Consideration of "Resolution Approving a Project Plan Amendment for Tax Incremental District No. 5, City of Wausau, Wisconsin"
JOINT	4	Consideration of "Resolution Designating Proposed Amended Boundaries and Approving a Project Plan Amendment for Tax Incremental District No. 3, City of Wausau, Wisconsin"
JOINT	5	Consideration of "Resolution Designating Proposed Amended Boundaries and Approving a Project Plan Amendment for Tax Incremental District No. 5, City of Wausau, Wisconsin"
JOINT	6	Consideration of "Resolution Approving a Project Plan Amendment for Tax Incremental District No. 5, City of Wausau, Wisconsin"
		Adjournment (ED Committee)

PLAN ONLY ITEMS

	7	**PUBLIC HEARING:** Discussion and possible action on amending Sections 15.48.020, 15.48.035, 15.48.070, 15.48.350, 23.02.020, 23.02.385, 23.02.390, 23.02.395, 23.02.397, 23.02.406, 23.02.407, 23.14.060, 23.26.060, 23.28.070, 23.30.070, 23.32.030, 23.34.030, 23.34.060, 23.38.060, 23.40.030, 23.40.090, 23.41.090, 23.42.030, 23.42.090, 23.43.090, 23.44.120, 23.50.030, 23.50.070, 23.52.070 and 23.55.060 of the Wausau Municipal Code pertaining to sign regulations.
	8	Discussion and Possible Action on Amending the Precise Implementation Plan at 1800 Westwood Center Boulevard to Allow for Signage
	9	Discussion and Possible Action on Petition to Vacate a Portion of 77th Avenue
	10	Approve the Minutes of the November 17, 2015 Meeting
	11	Next Meeting Date and Future Agenda Items for Consideration

Adjourn

This notice was posted at City Hall and emailed to the media on 12/09/15

It is possible and likely that members of, and possibly a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments

Memorandum

From: Brad Lenz
To: Plan Commission
Date: December 10, 2015
Subject: Plan Commission meeting on December 15

This memo summarizes the upcoming Plan Commission meeting and its agenda items. Part of the meeting is being held jointly with the Economic Development Committee. The two committees will jointly consider amendments to Tax Increment Districts 3 and 5, following public hearings on each of the amendments.

The plan amendments are attached. They are being proposed at the same time because they are interrelated. One of the amendments is to allow sharing of increment between the two districts. The amendment to TID 3 would add the Wausau Center Mall and some surrounding property to the TID, allowing for investment possibilities into these properties. The amendment to TID 5 would be to take property out of this district. All three of the proposed amendments will be covered in more detail at the meeting itself.

Following action on the TIF amendments, the ED Committee will adjourn and Plan Commission will continue with the rest of the agenda.

The first item to be considered solely by Plan Commission (#7 on the agenda) is a public hearing on amendments to the City's sign regulations. These amendments were introduced at a previous Plan Commission meeting. The purpose of the amendments is to make the City's sign code more content-neutral. In other words, references to different types of signs (based on their content) are proposed to be removed. A draft of the edits is attached.

The second item (#8 on the agenda) is to consider an amendment to the UDD zoning to allow for a change of signage at the Westwood Conference Center. The building is being rebranded as the Aspirus Westwood Center and the existing signage will be changed out as shown in the attached renderings. The large Aspirus building sign shown will be new, replacing a smaller WPS sign.

Number 9 on the agenda originated from the CISM committee. Please see the attached staff report for more information.

Chapter 15.48

SIGNS

Sections:

15.48.010 Scope.
15.48.020 Definitions.
15.48.030 Permit required.
~~15.48.035 Permit required--Temporary signs.~~
15.48.040 Application.
15.48.050 Fees.
15.48.070 Exemptions.
15.48.080 Relieving owner is not function of exemption.
15.48.090 Relocating or rebuilding existing signs.
15.48.100 Inspection.
15.48.110 Maintenance.
15.48.120 Location.
15.48.130 Use of approved combustible plastics.
15.48.140 Limitations on use of approved combustible plastics.
15.48.150 Intensity of wind pressure.
15.48.160 Projected exposed area.
15.48.170 Allowable stresses and materials.
GROUND SIGNS
15.48.180 Materials.
15.48.200 Projection.
15.48.210 Support and anchorage.
15.48.220 Maintenance.
ROOF SIGNS
15.48.230 Materials.
15.48.240 Projection.
15.48.250 Supports and anchorage.
WALL SIGNS
15.48.260 Supports and attachment.
15.48.270 Materials.
PROJECTING SIGNS
15.48.280 Materials.
15.48.290 Projection.
15.48.300 Supports and attachment.
MARQUEE SIGNS
15.48.310 Location.
15.48.320 Conformity to electrical code.
15.48.330 Limitations on use of approved combustible plastics.
15.48.340 Facings.
~~15.48.350 Temporary signs.~~

15.48.010 Scope. This chapter covers construction, erection, maintenance and alteration requirements for signs and outdoor display structures with respect to safety, size and attachment or anchorage, but not with respect to appearance, geographical location, or zoning. (Prior code §13.45.)

15.48.020 Definitions. The following words shall have the meanings given to them by this section:

(a) "Inspector of buildings" means the duly appointed building inspector of the city.

~~(b) "Advertising sign" means a sign which directs attention to a business, commodity, service or entertainment not exclusively related to the premises where the sign is located or to which it is affixed.~~

~~(c) "Business sign" means a sign which directs attention to a business or profession conducted, or to a commodity, service or entertainment sold or offered, upon the premises where the sign is located or to which it is affixed.~~

~~(d) "Outdoor advertising display sign," hereinafter referred to as a sign, means any fabricated sign, including its structure, consisting of any letter, figure, character, mark, point, plane, marquee sign, design, poster, pictorial picture, stroke, stripe line, trademark, reading matter or illuminating device, constructed, attached, erected, fastened, or manufactured in any manner whatsoever so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine or merchandise whatsoever, and displayed in any manner whatsoever out doors for recognized advertising purposes.~~

(e) "Ground sign" means a sign which is supported by one or more uprights or braces in or upon the ground.

(f) "Roof sign" means a sign located on, above or attached to the roof of any building.

(g) "Wall sign" means a sign mounted on the wall of a building with the face parallel to the building wall. For building walls abutting public lands, wall signs and their enclosures may project into the airspace over public lands as follows:

(1) A maximum of four inches where mounted less than eight feet above the public lands.

(2) A maximum of eighteen inches where mounted eight feet or more above the public lands, except that if the public lands are used as travelway for motor vehicles, the minimum elevation shall be fourteen feet.

(h) "Projecting sign" means a sign the face(s) of which are not parallel to the wall of the building, and which is attached directly or indirectly to any building wall and extends beyond the building wall or parts thereof.

(i) "Marquee sign" means a sign attached to, or hung from, a marquee.

(j) "Location" means a lot, premises, building, wall, or any place whatsoever upon which a sign is erected, constructed and maintained.

(k) "Sandwich board sign" means an A-frame portable sign which is hinged or unhinged and generally temporary in nature. Such a sign is also considered to be a ground sign.

(l) "Structure" means the supports, uprights, bracing and framework of the sign or outdoor display.

(m) "Structural trim" means the molding, battens, cappings, nailing strips, latticing and platforms which are attached to the sign structure.

(n) "Display surface" means the surface made available by the structure, either for the direct mounting of letters and decoration, or for the mounting of facing material intended to carry the entire advertising message.

(o) "Facing" means the surface of the sign upon, against, or through which the message of the sign is exhibited.

(p) "Letters and decorations" means the letters, illustrations, symbols, figures, insignia and other devices employed to express and illustrate the message of the sign.

(q) "Approved combustible plastics" means only those combustible plastic materials which, when tested in accordance with American Society for Testing Materials Standard Method of Test for Flammability of Plastics over 0.050 inch in Thickness (D 635-44), burn no faster than two and one-half inches per minute in sheets of six-hundredths-inch thickness. (Ord. 61-5146 §1(part), 2001, File No. 01-1227 Ord. 61-4514 §1, 1983; Ord. 61-4361 §1(part), 1978; prior code §13.46.)

15.48.030 Permit required. Except as otherwise provided in sections 15.48.070 through 15.48.090, no sign shall hereafter be constructed, erected, altered, maintained, or permitted to be constructed, erected, altered, or maintained except as provided in this chapter nor until a permit for same has been obtained and the fee for such permit paid. The property owner, occupant of the property, or other person in charge of the property shall be responsible for violations of this section. (Ord. 61-5616 §15(part), 2014; Prior code §13.47(1).)

~~15.48.035 Permit required - Temporary signs. (a) A permit shall be obtained and paid for prior to the placement, erection, construction, alteration, maintenance or change in location of any "temporary sign" as defined in section 15.48.350.~~

~~(b) The time period for which this permit shall be valid shall not exceed thirty days.~~

~~(c) The permit fee for a temporary sign shall be as provided in section 15.48.050. (Ord.61-4536 §2, 1983.)~~

15.48.040 Application. An application for a permit shall be submitted to the building inspector in such form as he may prescribe and shall include such information as may be required by him for a complete understanding of the proposed work. (Prior code § 13.47(2).)

15.48.050 Fees. (a) The fees charged for sign permits shall be as specified in section 3.40.010(a).

(b) Where signs have two or more faces, the permit fee shall be computed on each face of such sign. (Ord. 61-5553 §29 (part), 2013, File No. 13-0309; Ord. 61-5095 §1(part), 2000, File No.00-1135; Ord. 61-4962 §1(part), 1996; Ord. 61-4924 §1(part), 1995; Ord. 61-4875 §1(part), 1994; Ord. 61-4757 §2, 1991; Ord. 61-4515 §1, 1983; prior code §13.47(3).)

15.48.070 Exemptions. No permit shall be required for the following:

(a) A wall sign not more than ten square feet in area;

~~(b) A ground sign advertising either the sale or rental of the premises upon which it is maintained when such sign does not exceed twenty-five square feet of display surface;~~

(c) To maintain any sign or outdoor display structure which had been legally erected prior to, and which is structurally sound and in a good and safe condition on April 24, 1959; but such sign or outdoor display structure shall be deemed, held and treated as though a permit therefor had been issued on said date, and reinspection of any such sign or outdoor display structure shall be required on the second anniversary of the taking effect of this chapter and biennially thereafter, in accordance with the provisions of section 15.48.100. The fee for such reinspection shall be computed at one-half of the original permit fee which would have been charged for such sign or outdoor display structure had it been erected after April 24, 1959. (Prior code §13.48(1).)

15.48.080 Relieving owner is not function of exemptions. The exemptions provided in section 15.48.070 shall apply only to the requirement of a permit and shall not be construed as relieving the owner of the sign from responsibility for its erection and maintenance in a good and safe condition, or from the construction requirements of this chapter. (Prior code §13.48(2).)

15.48.090 Relocating or rebuilding existing signs. The exemption from the permit requirements of this chapter for the maintenance of signs and outdoor display structures erected prior to the taking effect of this chapter shall not be construed to exempt them from the permit requirements in the event they are rebuilt, relocated or altered after the taking effect of this chapter. (Prior code §13.48(3).)

15.48.100 Inspection. It shall be the duty of the building inspector to inspect every sign and outdoor display structure for which a permit is required, at the time of its erection and to reinspect such sign and outdoor display structure every two years. Upon completion of erection,

the permit holder shall make application to the building inspector and shall make application for reinspection thereafter, prior to the second anniversary of the issuance of the permit and biennially thereafter. No fee other than the permit fee shall be charged for the original inspection but for each reinspection, the building inspector shall charge, and the permit holder shall pay, a fee equal to one half of the original permit fee. After each inspection and reinspection, the building inspector shall make, in duplicate, a certificate of inspection, one copy of which shall be issued to the permit holder and one copy of which shall be retained by the building inspector. (Prior code §13.49.)

15.48.110 Maintenance. All signs, together with all their supports, braces, guys, and anchors shall be kept in repair and in a proper state of preservation. The building inspector may order the removal, by the person maintaining any sign, of any signs that are not maintained in accordance with the provisions of this chapter and if such order is not complied with, may effect such removal and collect the cost thereof from the person maintaining such sign. (Prior code '13.50.)

15.48.120 Location. No sign shall be placed within the limits of any street or highway except such as are necessary for guidance or warning of traffic or as provided by Section 66.0429 of the Wisconsin Statutes. The authorities charged with the maintenance of street or highways shall cause the removal therefrom and the disposal of all other signs. No sign shall be erected, constructed and maintained so as to obstruct any fire escape, or any window, or door, or opening used as a means of egress or for firefighting purposes, or so as to prevent free passage from one part of a roof to any other part thereof. No sign shall be attached in any form, shape or manner to a fire escape or be so placed as to interfere with any opening required for legal ventilation. (Prior code §13.51.)

15.48.130 Use of approved combustible plastics. Notwithstanding any other provisions of this chapter, approved combustible plastics may be used as facing material and as letters and decoration on signs and outdoor display structures as provided in section 15.48.330. (Prior code §13.52 (part).)

15.48.140 Limitations on use of approved combustible plastics. The building inspector may permit an increase in the area occupied or covered by plastics, provided the construction or location of the sign is such that the use of a greater amount of plastic than is authorized in section 15.48.330 is consistent with public safety. (Prior code §13.52 (part).)

15.48.150 Intensity of wind pressure. (a) For the purpose of determining wind pressure, all signs shall be classified as either an open or a solid sign. Signs in which the projected area exposed to wind consists of seventy percent or more of the gross area as determined by the overall dimensions, shall be classified as solid signs; those in which the projected exposed area is derived from open letters, figures, strips, and structural framing members and aggregate total area of which is less than seventy percent of the gross area so determined, shall be classed as open signs.

(b) All signs shall be designed and constructed to withstand wind pressure of not less than the following intensities applied to the projected exposed area:

Height in feet from ground to top of sign	Wind pressure in pounds per square foot	
	Solid Signs All Types	Open Signs All Types
Less than 50 feet	25*	35**
50 to 99 feet	30	42
100 to 199 feet	35	49
200 to 299 feet	38	53
300 to 399 feet	40	56

*Solid ground signs less than fifty feet in height shall be designed to resist a wind pressure of fifteen pounds per square foot.

**Open ground signs less than fifty feet in height shall be designed to resist a wind pressure of twenty-five pounds per square foot. (Prior code §13.53.)

15.48.160 Projected exposed area. The exposed area subject to wind pressure shall be the total area of all parts of the sign including structural framing projected on a plane perpendicular to the direction of the wind. In determining the stress in any member of the wind shall be assumed to blow from that horizontal direction, and from that inclination from the vertical (but not to exceed twenty degrees above or below the horizontal) which produces the maximum stress in that member. No shielding effect of one element by another shall be considered where the distances between them exceeds four times the smaller projected dimensions of the windward element. (Prior code §13.54.)

15.48.170 Allowable stresses and materials. (a) In all signs the allowable stresses, materials and details of design shall be such as will render such signs reasonably safe to persons and property and in conformity with the provisions of this section and applicable statutes of the state; and all orders, rules and regulations issued by authority thereof. It shall be prima facie evidence that the allowable stresses, materials, and details of design are reasonably safe to person and property if they conform to the following latest approved specifications:

(1) For Steel: American Standard Building Code Requirements for Structural Steel, A57-1-1943, approved by the American Standards Association, except that:

(A) Members in ground signs may be less than one-quarter inch thick if they conform to the provisions of section 15.

(B) Secondary members in contact with, or directly supporting the facing may, in all types of signs, be formed of light gage steel, provided such members are designed in accordance with the Light Gage Steel Design Manual of the American Iron and Steel Institute, January 1949, and are galvanized to comply with the American Standard Specifications for Zinc Coated (Galvanized) Iron or Steel Sheets (ASTM A93-46; ASA G8.2-1947). Although no minimum thickness for the facing of a sign is specified, secondary facing members when formed integrally with the facing shall be not less than 24 gage in thickness (0.024) inch; when not formed integrally with the facing, the minimum thickness of secondary members shall be 12 gage (0.015").

(2) For Wood: National Design Specifications for Stress Grade Lumber and its fastenings, 1944, recommended by National Lumber Manufacturer's Association. Provided that it shall be the duty of the building inspector to obtain and file in the office of the clerk, not less than two copies of each of the latest edition of the foregoing specifications, which shall, at all times, be available for inspection by the public.

(b) The working stress of chains, wire ropes and steel guy rods and their fastenings shall not exceed one-quarter of their ultimate strength.

(c) Applications for permits to erect signs in which plastic materials will be employed shall set forth either the manufacturer's trade name for, or the common name of, the plastic material to be used; and shall certify either that the plastic material is noncombustible or that the plastic material is tested by a recognized testing laboratory and rated as an "approved combustible plastic" as defined in this chapter.

(d) If plastics are employed in any part of a sign, the finished plastic unit shall be identified with the manufacturer's trade name for the plastic material or with the common name of the plastic material. (Prior code §13.55.)

GROUND SIGNS

15.48.180 Materials. (a) Within the fire zone, no ground sign for which a permit is required shall be erected of combustible materials, unless the face is constructed of sheet metal or other approved facing materials.

(b) The bottom of the facing of every ground sign shall be at least thirty inches above the ground, which space may be filled with platform or decorative trim of light wood or metal construction. (Prior code §13.56.)

15.48.200 Projection. No ground sign shall be required to be set back from the property line farther than the building line as established, but no ground sign shall be located on any public right-of-way. (Prior code §13.58.)

15.48.210 Support and anchorage. (a) Ground signs shall be adequately supported to resist dead load and the wind load specified in section 15.48.150 acting in any direction on the sign.

(b) Signs which do not exceed forty feet in height may have vertical cantilever supports driven into or set in the soil, or rigidly attached to bases embedded in the soil. There shall be two or more such vertical supports except that a sign which does not exceed fifty square feet in area per face and which does not exceed twenty-five feet in height may be supported by a single member.

(c) All signs over forty feet in height shall be braced by adequately supported inclined braces or trussed frames placed in vertical planes. At least two such braces shall be provided.

(d) The members (or bases for rigidly attached members) supporting unbraced signs shall be so proportioned that the bearing loads imposed upon the soil in either a horizontal or vertical direction shall not exceed safe values. Braced signs shall be anchored to resist the specified windload acting in any direction. Anchors and supports shall be designed for safe bearing loads on the soil and for an effective resistance to pullout amounting to a force twenty-five percent greater than the required resistance to overturning.

(e) The soil used for backfill for the dug-in type of anchor or cantilever support shall be carefully placed and thoroughly compacted. The anchors and supports shall penetrate to a depth below ground greater than that of the frost line.

(f) Portable signs supported by frames or posts rigidly attached to bases shall be so proportioned that the weight and size of the base is adequate to resist the wind pressure specified in section 15.48.150. Such signs shall not exceed six feet in height.

(g) Wherever anchors or supports consist of wood embedded in the soil, the wood shall be treated under pressure with creosote or other approved preservative before erection. This requirement shall not apply to temporary signs which will not remain in place for more than six months.

(h) The minimum thickness of hot-rolled, structural steel members furnishing structural support for signs shall be 1/4 inch, provided that, if galvanized, such members may be not less than 1/8 inch thick if the galvanizing complies with the American Standard Specifications for Zinc (Hot-Galvanized) Coatings on Structural Steel Shapes, Plates and Bars, and their Products (ASTMA123-47; ASA G8.1-1947) and provided further, that the galvanizing shall be applied after fabrication. Members formed of light gage steel may be used for support of ground signs, provided that they are designed in accordance with Light Gage Steel Design Manual of the American Iron and Steel Institute, January, 1949; and provided that the thickness, exclusive of the facing, shall be not less than 12 gage (0.105) inch and they are galvanized to comply with American Standard Specifications for Zinc-Coated (Galvanized) Iron or Steel Sheets (ASTM A93-46; ASA G8.2-1947). Steel members may be connected by one galvanized bolt, provided the connection is adequate to transfer the stresses to which the members are subjected. (Prior code §13.59.)

15.48.220 Maintenance. Any person occupying any vacant lot or premises by means of a ground sign shall be subject to the same duties and responsibilities as the owner of the lot and premises with respect to keeping the same clean, sanitary, inoffensive and free and clear of all obnoxious substances and unsightly conditions on the ground in the vicinity of such ground sign or said premises for which they may be responsible. (Prior code §13.60.)

ROOF SIGNS

15.48.230 Materials. Every roof sign shall be constructed of noncombustible materials, including the uprights, supports, and braces, except that the ornamental molding, battens, cappings, and nailing strips, platforms, and the decorative trimmings may be constructed of combustible materials. (Prior code §13.61.)

15.48.240 Projection. (a) No roof sign shall project beyond the exterior wall or walls except by permission of the building inspector, but, if illuminated, lighting reflectors may project beyond the face of the sign.

(b) When necessary for fire protection, roof signs shall be so constructed as to leave a clear space, except for the structure supporting the sign, not less than four feet between the roof and the lowest part of such sign. (Prior code §13.62.)

15.48.250 Supports and anchorage. (a) Roof signs shall be thoroughly secured and anchored to the building over which they are constructed and erected. The dead and wind loads from the signs shall be distributed to the structural elements of the building in such a manner that no element shall be over stressed.

(b) Uplift due to overturning of roof signs shall be adequately restricted by proper anchorage to the building walls or structure or by sufficient concrete counterweights to resist uplift. Proper anchorage to the buildings, walls or structure shall include such alterations to the building or may be needed to integrate and adequately interconnect sufficient dead load to equal not less than ten percent in excess of the computed uplift applied to the building by the sign. Where uplift is resisted by counterweights, their weight shall exceed the amount of the uplift by ten percent. (Prior code §13.63.)

WALL SIGNS

15.48.260 Supports and attachment. Wall signs attached to exterior walls or solid masonry or concrete shall be safely and securely attached to the same by means of metal anchors, bolts, or expansion screws of not less than three-eighths inch in diameter which shall be embedded at least five inches. No wooden blocks or anchorage with wood used in connection with screws or nails shall be considered proper anchorage, except in the case of wall signs attached to buildings with walls of wood. No wall sign shall be entirely supported by an unbraced parapet wall. (Prior code §13.64(1).)

15.48.270 Materials. Within the fire zone, every wall sign shall be constructed of noncombustible materials, including the uprights, supports, and braces, except that the ornamental molding, battens, bappings and nailing strips, platforms, and the decorative trimmings may be constructed of combustible materials. (Prior code '13.64(2).)

PROJECTING SIGNS

15.48.280 Materials. All projecting signs for which a permit is required shall be constructed of noncombustible materials approved by the building inspector for this purpose. (Prior code §13.65.)

15.48.290 Projection. No projecting sign shall at the lowest point be less than eight feet above sidewalk or ground level. (Ord. 61-4361 §1(part), 1978; prior code §13.66.)

15.48.300 Supports and attachment. (a) Projecting signs shall be securely attached to a building or structure by metal bolts, anchors, supports, chains, wire ropes or steel rods. No staples or nails shall be used to secure any projecting sign to any building or structure.

(b) The dead load of projecting signs, not parallel to the building or structure, and the load due to wind pressure shall be supported by structural shapes, chains, wire ropes, or steel guy rods. When chains, wire rope, or steel guy rods are used, such supports shall be erected and maintained preferably at an angle of forty-five degrees or more with the horizontal to resist the dead load, and at an angle of forty-five degrees or more with the face of the sign in an approximately horizontal plane to resist wind pressure. The lateral supports shall be spaced not more than eight feet apart and shall be secured to a bolt or expansion screw capable of developing the strength of the supporting chain, wire rope or steel rods. The expansive device and details of the anchorage shall be subject to the approval of the building inspector. Turn buckles or other approved means of adjustment shall be placed in all chains, wire ropes, or steel rods supporting or bracing projecting signs.

(c) Chains, wire ropes, or steel rods used to support the dead or wind load of projecting signs may be fastened to solid masonry walls with expansion bolts or other devices approved by the building inspector, but no such support shall be attached to an unbraced parapet wall. Where the supports must be fastened to walls made of wood, the supporting device must be fastened securely in a manner approved by the building inspector.

(d) All chains, wire ropes, and their attachments shall be galvanized or of corrosive resistant material. Other metal supports and braces shall be painted. (Prior code §13.67.)

MARQUEE SIGNS

15.48.310 Location. Marquee signs constructed of noncombustible material may be attached to the sides and front of a marquee, and such signs may extend the entire length and width of the marquee; provided, that such signs shall be at least eight feet at their lowest level above the sidewalk level. Such marquee signs may also be attached to or hung from a marquee and, when hung from a marquee, shall be at least eight feet at their lowest level above the

sidewalk level, and further, no such sign shall extend outside the line of such marquee. (Ord. 61-4361 §1(part), 1978; prior code §13.68.)

15.48.320 Conformity to electrical code. All electrical equipment used in connection with outdoor advertising display signs shall, in the absence of specific requirements, be installed in accordance with the electrical code of the city. (Prior code §13.69.)

15.48.330 Limitations on use of approved combustible plastics. (a) If all parts of the sign other than the letters and decorations are made from noncombustible material, the area of the display surface or surfacing which may be occupied or covered by letters or decorations made from, or faced with, approved combustible plastics shall not exceed an approved total area calculated on the following basis:

Ground Signs and Wall Signs Area of Facing or Display Surface Area	Occupied or Covered by Plastics
100 sq. ft. or less	100% of surface display area.
Over 100 sq. ft. but not over 2000 sq. ft.	100 sq. ft. plus 50% of the difference between 100 sq. ft. and the area of the display surface.

EXAMPLES:

300 sq. ft.	200 square feet
500 sq. ft.	300 square feet
1000 sq. ft.	550 square feet
1500 sq. ft.	850 square feet
2000 sq. ft.	1050 square feet
Over 2000 sq. ft.	Not over 1050 sq. feet without permission of the Building Inspector.

Roof Signs, Projecting Signs, and Marquee Signs Area of Facing or Display Surface Area	Occupied or Covered by Plastics
300 sq. ft. or less	50% of display surface area.
Over 300 sq. ft. but not over 2000 sq. ft.	100 sq. ft. plus 25% of the difference between 100 sq. ft. and the total area of the display surface.

EXAMPLES:

500 sq. ft.	200 square feet
1000 sq. ft.	325 square feet
1500 sq. ft.	450 square feet
2000 sq. ft.	575 square feet
Over 2000 sq. ft.	Not over 575 square feet without permission of the Building Inspector.

Roof Signs

Area of Facing or Display Surface Area	Occupied or Covered by Plastics
1000 sq. ft. or less	25% of display surface area.

EXAMPLES:

100 sq. ft.	25 square feet
500 sq. ft.	125 square feet
1000 sq. ft.	250 square feet
Over 1000 sq. ft. but not over 2000 sq. ft.	250 sq. ft. plus 10% of the difference between 1000 sq. ft. and the total area of the display surface.

EXAMPLES:

1500 sq. ft.	300 square feet
2000 sq. ft.	350 square feet
Over 2000 sq. ft.	Not more than 350 sq. ft. without special permission of the Building Inspector.

(b) If combustible material is employed in the structure or structural trim, the area of the display surface of facing which may be occupied or covered by letters and decorations made from, or faced with, approved combustible plastic shall not exceed an approved total calculated on the basis given in the above tables. (Prior code §13.70.)

15.48.340 Facings. The facings of ground signs, roof signs, wall signs, marquee signs, and projecting signs for which a permit is required may be made of approved combustible plastics provided that the structure and structural trim of the sign is made from noncombustible material and provided that the surface area of each face is not in excess of one hundred square feet. The letters and decorations mounted upon such plastic facings may be made of plastics. (Prior code §13.71.)

~~15.48.350 Temporary signs. "Temporary signs" means any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plastic, wood, metal or other material, with or without frames, and any type of sign not permanently attached to the ground, to a wall, or to a building. Such sign shall be displayed for limited periods of time as provided in this chapter. No temporary signs shall be attached to any public utility poles or shall be located within a public right-of-way. All combustible materials used in temporary signs shall be fire-resistant treated materials. A temporary sign shall have no open light bulbs or flashing lights. (Ord. 61-4536 §1, 1983.)~~

Title 23

DEFINITIONS

Sections:

~~23.02.020 Advertising device.~~
23.02.047 Awnings.
23.02.078 Canopy.
23.02.180 Frontage, zoning lot.
23.02.200 Home occupation.
23.02.324 Marquee.
23.02.325.1 Memorial.
23.02.375 Roadside Stand.
23.02.385 Sign.
~~23.02.390 Sign, advertising.~~
~~23.02.395 Sign, business.~~
~~23.02.397 Sign, community service organization.~~
23.02.400 Sign, flashing.
23.02.405 Sign--Gross area of.
~~23.02.406 Signs, integrated merchants.~~
~~23.02.407 Signs, sponsorship~~

~~23.02.020 Advertising device. "Advertising device" means any advertising sign, billboard, statuary or poster panel which directs attention to a business, commodity, service, or entertainment not exclusively related to the premises where such sign is located or to which it is affixed; but does not include those advertising signs, billboards, or poster panels which direct attention to the business on the premises or to a brand name of a product or commodity with which the business is specifically identified and which is sold on the premises. (Ord. 61-4054 Art. III (part), 1967.)~~

23.02.047 Awnings. "Awnings" means a retractable shade or roof-like cover usually over a store window or door, supported by and/or attached to a framework which raises, lowers, withdraws or extends the awning. (Ord. 61-4362 §1(part), 1978.)

23.02.078 Canopy. "Canopy" means a shade or a roof-like cover usually over a store window or door, supported by a framework which may or may not be attached to the face of a building. (Ord. 61-5097 §1(part), 2000, File No. 00-1137).

23.02.180 Frontage, zoning lot. "Frontage of a zoning lot" means the length of all the property of the zoning lot fronting on a street, measured between side lot lines. For purposes of calculating the allowable sign area for a zoning lot, the zoning lot frontage shall include only the length of the zoning lot fronting on the streets where motor vehicle access is allowed. (Ord. 61-5399 §1 (part), 2009, File no. 08-0915, Ord. 61-4054 Art. III (part), 1967.)

23.02.200 Home occupation. "Home occupation" means any occupation or profession carried on by a member of the immediate family residing on the premises, in connection with

which there is used no sign or display that will indicate from the exterior that the building is being utilized in whole or in part for any purpose other than that of a dwelling; there is no commodity sold upon the premises; no person is employed other than a member of the immediate family residing on the premises; and no mechanical or electrical equipment is used except such as is permissible for purely domestic or household purposes. A professional person may use his residence for infrequent consultation, emergency treatment, or performance of religious rites, but not for the general practice of his profession. No accessory building shall be used for such home occupation. (Ord. 61-4054 Art. III (part), 1967.)

23.02.324 Marquee. "Marquee" means a nonretractable shade or roof-like cover usually over the entrance or door and extending more than eighteen inches from a wall of the building. (Ord. 61-4943 §9, 1996; Ord. 61-4362 §1(part), 1978.)

23.02.325.1 Memorial. "Memorial means a freestanding tablet, plaque, statue, sculpture or similar object as determined by the plan commission. (Ord. 61-5251 §1, 2005, File No. 05-0404; Ord. 61-4943 §10, 1996; Ord. 61-4667 §7, 1989.)

23.02.375 Roadside Stand. "Roadside stand" means a structure for display and sale of agricultural products, with no space for customers within the structure itself. (Ord. 61-4054 Art. III (part), 1967.)

23.02.385 Sign. (a) "Sign" means a name, identification, description, display or illustration which is affixed to, or represented directly or indirectly upon, a building, structure, or piece of land, and which directs attention to an object, product, place, activity, person, institution, organization or business. However, a "sign" does not include any display of official court or public office notices nor does it include the flag, emblem or insignia of a nation, political unit, school or religious group. Signs located on the inside of a window are not considered as part of the gross area of all signs located on a zoning lot but window signs must meet all of the other regulations of the district in which they are located. Window signs are not allowed in any residence zoning district. (Ord. 61-5376, Art. XX, 2008.)

(b) The definitions that appear in subsections 15.48.020(b), (c), (d), (e), (f), (g), (h) and (i) shall be applicable to this title. (Ord. 61-4362 §1(part), 1978; Ord. 61-4054 Art. III (part), 1967.)

~~23.02.390 Sign, advertising. "Advertising sign" means a sign which directs attention to a business, commodity, service, or entertainment not exclusively related to the premises where the sign is located or to which it is affixed. (Ord. 61-4054 Art. III (part), 1967.)~~

~~23.02.395 Sign, business. "Business sign" means a sign which directs attention to a business or profession conducted, or to a commodity, service or entertainment sold or offered, upon the premises where the sign is located or to which it is affixed. (Ord. 61-4054 Art. III (part), 1967.)~~

~~23.02.397 Sign, community service organization. "Community service organization sign" means a sign which notifies the public of the existence of particular community service~~

~~organizations within the city. These signs are located off the premises occupied by a particular community service organization. For purposes of this definition, community service organizations include churches, clubs, fraternal organizations, philanthropic organizations and other nonprofit institutions. (Ord.61-4906 §1(part), 1995.)~~

23.02.400 Sign, flashing. "Flashing sign" means any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when the sign is in use. For the purpose of this title, any moving, illuminated sign shall be considered a "flashing sign."

An electrically activated sign whose internal text message copy can be changed by means of remote, electrically energized on-off switching combinations of alphabetic components or graphics arranged on a display surface and whose variable message capability can be electronically programmed to scroll left, right, up or down is not considered a "flashing sign" provided the message is displayed a minimum of six (6) seconds. Any pictures broadcast on such signs shall also be static, not moving, and displayed a minimum of six (6) seconds. (Ord. 61-5376, Art. XXIII, 2008; Ord. 61-4054 Art. III (part), 1967.)

23.02.405 Sign--Gross area of. "Gross area of a sign" means the entire area within a single continuous perimeter enclosing the extreme limits of the sign and in no case passing through or between any adjacent elements of same. However, such perimeter shall not include any structural elements lying outside the limits of the sign and not forming an integral part of the display. (Ord. 61-4054 Art. III (part), 1967.)

~~23.02.406 Signs, integrated merchants. "Integrated merchants sign" means a sign which directs attention to a cohesive group of businesses, commodities, services, or entertainment located on the same city block. (Ord. 61-5551 §1 part, 2013, File No. 12-1213.)~~

~~23.02.407 Signs, sponsorship. "Sponsorship sign" means a sign which indicates or recognizes a business or other entity which sponsors or supports a particular sport, team, event, or other activity in which persons are or will be engaged at the location where the sign is displayed. (Ord. 61-5539 §1 (part), 2012.)~~

23.12.060 Signs. Signs are classified and permitted in accordance with the regulations specified under each zoning district in Chapters 23.14 - 23.24. (Ord. 61-4054 Art. VIII (part), 1967.)

23.12.140 Design and maintenance of parking spaces.

(e) Signs. Accessory signs shall be permitted on parking areas in accordance with the provisions specified under each zoning district in Chapters 23.14 through 23.24.

Chapter 23.12

RESIDENCE DISTRICTS

Sections:

23.12.060 Signs
23.12.140 Design and maintenance of parking spaces.

23.12.060 Signs. Signs are classified and permitted in accordance with the regulations specified under each zoning district in Chapters 23.14-23.24. (Ord. 61-4054 Art. VIII(part), 1967.)

23.12.140 Design and maintenance of parking spaces.

(e) Signs. Accessory signs shall be permitted on parking areas in accordance with the provisions specified under each zoning district in Chapters 23.14 through 23.24.

Chapter 23.14

R1—SINGLE FAMILY RESIDENCE DISTRICT

Sections:

23.14.010 Permitted uses.
23.14.020 Conditional uses.
23.14.060 Signs.

23.14.010 Permitted uses. The following uses are permitted in the R1 district:

(l) Signs, as regulated hereunder;

(m) Accessory uses and buildings incidental to and on the same zoning lot as a principal use, as follows:

(12) Roadside stands, for the display and sale of agricultural products on zoning lots where the principal use is agriculture,

(s) Signs, as regulated by conditional use reference hereunder;

23.14.020 Conditional uses. The following conditional uses may be allowed in the R1 district, subject to the provisions of Chapters 23.60, 23.64 and 23.72.

(s) Signs, as regulated by conditional use reference hereunder;

23.14.060 Signs. (a) In an R1 district the following nonflashing, nonilluminated signs are permitted under the conditions specified. ~~Advertising devices are expressly prohibited.~~

~~(1) Nameplate and identification signs subject to the following:~~

~~(A) Area and Content--Residential. There shall be not more than one nameplate, not exceeding one square foot in area, for each dwelling unit, indicating the name or address of the occupant or a permitted occupation. On a corner lot, two nameplates for each dwelling unit, one facing each street, are permitted.~~

~~(B) Area and Content--Nonresidential. For nonresidential buildings, a single identification sign, not exceeding nine square feet in area and indicating only the name and address of the building, may be displayed. On a corner lot, two signs, one facing each street, are permitted.~~

~~(C) Projections. Such signs shall be affixed flat against the wall of the building.~~

~~(D) Height. No sign shall project higher than one story or fifteen feet above curb level, whichever is lower;~~

~~(2) "For sale" and "to rent" signs subject to the following:~~

~~(A) Area and number. There shall be not more than one such sign per zoning lot, except that on a corner zoning lot two signs, one facing each street, are permitted. No sign shall exceed twelve square feet in area nor be closer than eight feet to any other zoning lot;~~

~~(B) Height. No sign shall project higher than one story or fifteen feet above curb level, whichever is lower, when attached to a building; detached or freestanding signs shall be not more than four feet in height;~~

(3) Signs accessory to parking area subject to the following:

(A) Area and number~~. Signs designating parking area entrances or exits are limited to one sign for each exit or entrance, and to a~~ maximum size of two square feet each. One sign per parking area~~, designating the conditions of use or identity of such parking area and limited to a~~ maximum size of nine square feet, is permitted. On a corner lot two signs, one facing each street are permitted,

(B) Projection. No sign shall project beyond the property line into the public way or obstruct sight vision,

(C) Height. No sign shall project higher than seven feet above curb level;

(4) Signs accessory to roadside stands subject to the following:

~~(A) Content. The signs shall be only for the purpose of identification of the roadside stand and advertising the agricultural products for sale therein,~~

(B) Area and number. The signs shall be on the same zoning lot as the roadside stand, and there shall be not more than two signs per lot. No sign shall exceed twelve square feet in area nor be closer than fifty feet from any other zoning lot,

(C) Projection. No sign shall project beyond the property line into the public way,

(D) Height. No sign shall project higher than fifteen feet above curb level;

(5) ~~Temporary~~ signs accessory to subdivision developments or other permitted improvements in residential districts subject to the following:

~~(A) Content. The signs shall be only for the purpose of identification of homes for sale or rent in the subdivision under construction, or for the identification of other nonresidential uses under construction,~~

(B) Area, number and setback. Such signs shall not exceed two in number for each subdivision nor two hundred square feet each in area. They shall observe the front yard requirements of the principal use and shall be located at least fifty feet from all other boundaries of the site,

(C) Height. No sign shall project higher than fifteen feet above curb level,

(D) Time limitations. The sign or signs shall be removed by the applicant or property owner within two years of the date of the issuance of the zoning certificate;

~~(6) Subdivision identification signs subject to the following:~~

~~(A) Content. The signs shall bear only the name of the subdivision or development,~~

~~(B) Area and number. There shall be not more than one sign located at each entrance to a subdivision. No sign shall exceed two hundred square feet in area,~~

~~(C) Height. No signs shall project higher than fifteen feet above curb level;~~

(7) ~~Philanthropic and charitable institution and~~ government park signs subject to the following:

~~(A) Content. The signs shall bear only the name of the philanthropic or charitable institution or government park,~~

(B) Area and number. There shall be not more than one sign located at each street entrance thereto. No sign shall exceed ten square feet per one hundred linear feet of street frontage nor more than two hundred square feet, whichever is the smaller area,

(C) Height. No sign shall project higher than fifteen feet above curb level.

~~(8) Signs containing a political message, as defined in Chapter 12 of the Wisconsin Statutes, subject to the following:~~

~~(A) Area. No free-standing sign may exceed 16 square feet in area per side. Signs affixed to a permanent structure are regulated in accordance with Chapter 12 of the Wisconsin Statutes.~~

~~(B) Content. The signs shall only contain a political message as defined in Chapter 12 of the Wisconsin Statutes.~~

~~(C) Illumination. No sign may be illuminated or flashing.~~

~~(D) Projection. No sign shall project beyond the property line into the public way.~~

~~(E) Height. No sign shall be higher than fifteen feet above the curb.~~

~~(F) Duration. Political message signs may only be displayed during an election campaign period, as defined in Chapter 12 of the Wisconsin Statutes.~~

(b) In an R1 district, the following nonflashing, illuminated signs are permitted under the conditions specified.

(1) Signs for emergency facilities. Illuminated, nonflashing signs may be allowed for emergency facilities such as hospitals, police station, etc. under a conditional use permit issued by the plan commission. The size shall be no greater than necessary to display the pertinent information. The plan commission shall determine the size and placement of the signs, and where desirable for public benefit, the signs may be situated at strategic locations in residential areas to provide direction to the emergency facilities. The design of the sign and its illumination characteristics shall be approved by the plan commission.

(2) ~~Church bulletins--subject to the following:~~

~~(A) Area and number. There shall be not more than one sign per lot, except that on a corner lot, two signs, one facing each street, are permitted. No sign shall exceed sixteen square feet in area nor be closer than eight feet from any other zoning lot;~~

~~(B) Projection. No sign shall project beyond the property line into the public way;~~

~~(C) Height. No sign shall project higher than one story or fifteen feet above the curb level, whichever is lower.~~

~~(3) Radio and television stations--except towers:~~

~~(A) Area and content. There shall be not more than two signs, not to exceed twenty square feet per sign for each station, indicating the name, address, and/or logo of the station. No product or commercial advertising shall be allowed.~~

~~(B) Height. No sign shall project higher than one story or fifteen feet above curb level, whichever is lower.~~

~~(C) Setback. The setback shall be determined by the city plan commission; however, no sign shall be located within five feet of the street right-of-way.~~

~~(D) Illumination. The type and intensity of illumination shall be determined by the plan commission.~~

~~(4) Signs for public, municipal, educational and cultural institutions. Signs designating public or municipal institutions such as churches, city hall, public museums, schools, etc. may be allowed in a residential district subject to issuance of a conditional use permit by the plan commission. Such signs may be freestanding and shall be set back at least fifteen feet from the property line.~~

~~(5) Neighborhood identification signs may be allowed in a residential district subject to issuance of a conditional use permit by the plan commission. Such signs may be free-standing, shall not exceed 24 square feet in area and shall be set back at least 15 feet from the street right-of-way.~~

The plan commission shall approve the size and shall ensure that the design blends aesthetically into the surrounding landscape.

Only one sign shall be permitted per building, except that on corner lots one sign may face each direction.

~~(c) Sponsorship signs for educational and public institutions may be allowed in a residential district subject to issuance of a conditional use permit by the Plan Commission. Approval of the signs shall be based on the following criteria:~~

~~(1) Area. Each sign shall be limited to 32 square feet in area.~~

~~(2) Number. The total number of signs on a zoning lot shall be approved by the Plan Commission with the intention of minimizing overall visual pollution.~~

~~(3) Type. Signs may be affixed to fences of recreational fields or to structures on the premises. Freestanding signs are not permitted. Signs shall face the interior of the field, facility, etc. for greatest visibility to the users of the premises.~~

~~(4) Setback. Signs must meet the yard requirements for the use or structure specified in each zoning district.~~

~~(5) Height. Signs shall not project higher than the fences or structures to which they are mounted. Signs mounted or other structures shall not exceed fifteen (15) feet in height.~~

~~(6) Content. Signs may contain the name, logo, telephone number, street address, and website address of the sponsor, but shall not contain mottos, slogans, or other commercial messages unless they are an integral part of the logo.~~

~~(7) Illumination. Signs shall not be electronically lighted or have any electronic components as part of the display.~~

~~(8) Duration. Signs may be displayed for a total of 150 days in any calendar year.~~

(Ord. 61-5539 §2 (part), 2012, File no. 12-1213; Ord. 61-5399 §1, (part), 2009, File No. 08-0915, Ord. 61-5395 §1, 2009, File No. 09-0407; Ord. 61-5189 §1, 2002, File No. 02-0819; Ord. 61-4659 §1, 1989; Ord. 61-4628 §1, 1987; Ord. 61-4278 §1, 1975; Ord. 61-4241 '§§2, 3, 1973; Ord. 61-4119 §1, 1969; Ord. 61-4054 §8.1-6, 1967.)

Chapter 23.16

R2—SINGLE FAMILY RESIDENCE DISTRICT

Sections:

23.16.060 Signs.

23.16.060 Signs. The regulations governing signs in the R1 district apply in the R2 district. (Ord. 61-4054 §8.2-6, 1967.)

Chapter 23.18

R3—TWO FAMILY RESIDENCE DISTRICT

Sections:

23.18.070 Signs.

23.18.070 Signs. The regulations governing signs in the R1 district apply in the R3 district. (Ord. 61-4054 §8.3-6, 1967.)

Chapter 23.19

R3-1—TWO FAMILY RESIDENCE DISTRICT

Sections:

23.19.070 Signs

23.19.070 Signs. The regulations governing signs in the R1 district apply in the R3-1 district. (Ord. 61-4506 §1(part), 1983.)

Chapter 23.20

R4—GENERAL RESIDENCE DISTRICT

Sections:

23.20.010 Permitted uses.
23.20.070 Signs.

23.20.010 Permitted uses. The following uses are permitted in the R4 district:

(l) Signs, as regulated hereunder;

23.20.070 Signs. The regulations governing signs in the R1 district apply in the R4 district. (Ord. 61-4054 §8.4-6, 1967.)

Chapter 23.21

R4-1—LIMITED GENERAL RESIDENCE DISTRICT

Sections:

23.21.010 Permitted uses.
23.21.070 Signs.

23.21.010 Permitted uses. The following uses are permitted in the R4-1 district.

(i) Signs, as regulated hereunder;

23.21.070 Signs. The regulation governing signs in the R1 district applies in the R4-1 district. (Ord. 61-4505 §1(part), 1983.)

Chapter 23.22

R4-2—MEDIUM DENSITY RESIDENCE DISTRICT

Sections:

23.22.070 Signs.

23.22.070 Signs. The regulations governing signs in the R1 district apply in the R4-2 district. (Ord. 61-4507 §1(part), 1983.)

Chapter 23.24

A/R—AGRICULTURE/RESIDENCE DISTRICT

Sections:

23.24.070 Signs.

23.24.070 Signs. The sign regulations established in the R1 district apply. (Ord. 61-4054 §8.5-6, 1967.)

Chapter 23.26

BUSINESS DISTRICTS

Sections:

23.26.060 Signs.

23.26.060 Signs. Signs shall be classified and regulated in accordance with the requirements under each zoning district in Chapters 23.28 - 23.34, and as specified hereunder.

~~(a) No advertising device shall hereafter be erected or relocated within three hundred feet of the right-of-way line of any limited access highway if the face thereof is visible~~

~~therefrom, and advertising devices located at a greater distance than three hundred feet from the right-of-way line of any limited access highway and visible therefrom shall not exceed in gross area in square feet 1/200 times the square of the distance of the advertising device from the limited access highway. All outdoor advertising structures, post signs, accessory signs, or advertising statuary which are declared to be a traffic hazard by the director of inspections and electrical systems after a recommendation from the city engineer, and which do not conform to the provisions of this section, shall be relocated or rearranged in accord with safety standards;~~

(b) No ~~advertising~~ sign (maybe put the size in instead?), when viewed from a public park of ten or more acres in area, shall hereafter be erected or relocated within three hundred feet of such public park of ten acres or more in area; unless the sign is screened from the park by a building, wall or solid fence, and ~~advertising devices located at a greater distance than three hundred feet from the public park shall not exceed, in gross area of square feet, 1/200 times the square of the distance of the advertising sign from the park unless the sign is screened from the park by a building, wall or solid fence;~~

(c) No ~~advertising~~ signs shall be permitted within seventy-five feet of any residence district boundary line unless the sign is completely screened from the residence district by a building, solid fence, or an evergreen planting, which planting shall be not more than two feet shorter than the height of the sign at the time the evergreens are planted; the evergreens shall be spaced not more than one-half the height of the tree for regular varieties and one-third the height of the tree for columnar varieties of trees; the evergreen planting shall be continuously maintained; or the sign is facing away from the residence district and the back is screened as provided below;

(d) A sign in direct line of vision of any traffic signal, from any point in the traffic lane from a position opposite the near sidewalk line to a position one hundred fifty feet before the sidewalk line, shall not have red, green, or amber illumination;

(e) All signs shall be mounted in one of the following manners:

(1) Flat against a building or wall,

(2) Back to back in pairs, so that the back of the sign is screened from public view,

(3) In clusters in an arrangement which screens the back of the signs from public view,

(4) Or otherwise mounted so that the backs of all signs or sign structures showing to public view are painted and maintained a neutral color or a color that blends with surrounding environment;

(f) No sign ~~or advertising device~~ shall be located within or project onto or over any property located within the right-of-way of any federal, state, or county marked highway;

(g) Nonconforming signs shall be made to conform within five years from the date of the adoption of the ordinance codified in this title.

(h) Signs accessory to parking areas are allowed subject to the following:

(1) Area and number. ~~Signs designating parking area entrances or exits are limited to one sign for each exit or entrance, and to a maximum size of two square feet each.~~ (maybe just say "signs at the entrance or exits are limited to one sign) One sign per parking area, designating the conditions of use or identity of such parking area and limited to a maximum size of nine square feet, is permitted. On a corner lot, two signs, one facing each street, are permitted,

(2) Projection. No sign shall project beyond the property line into the public way or obstruct sight vision,

(3) Height. No sign shall project higher than seven feet above curb level. (Ord 61-5399 §1 (part), 2009, File No. 08-0915, Ord. 61-4054 Art. IX (part), 1967).

Chapter 23.28

B1—NEIGHBORHOOD SHOPPING DISTRICT

Sections:

23.28.020 Permitted uses.
23.28.030 Conditional uses.
23.28.070 Signs.

23.28.020 Permitted uses. (a) Uses permitted in the B1 district are subject to the following conditions:

(20) Signs, as regulated hereunder;

23.28.030 Conditional uses. The following conditional uses may be allowed in the B1 district subject to the provisions of Chapters 23.60, 23.64 and 23.72:

(o) Signs in excess of thirty feet but less than fifty feet in height from curb level;

(p) Signs set back less than fifteen feet from the front lot lines;

23.28.070 Signs. In the B1 districts, ~~advertising devices are expressly prohibited~~. Nonflashing ~~business~~ signs are permitted, in accordance with the following:

(a) General application.

(1) Area. The gross area in square feet of all nonilluminated signs on a zoning lot shall not exceed three times the lineal feet of frontage of the zoning lot. However, the gross surface area of all illuminated, nonflashing signs shall not exceed one and one-half times the lineal feet of frontage of the zoning lot.

(2) Projection. No sign shall project into the public way.

(3) Height. No sign shall project higher than thirty feet above curb level, except as may be provided by conditional use.

~~(b) Integrated centers. For integrated centers in single ownership or under unified control, or individual uses with a minimum frontage of one hundred fifty feet, one additional sign on each street frontage, other than those regulated on (1), above, is permitted, subject to the following:~~

~~(1) Content. The sign shall advertise only the name and location of the center or individual use and the name and type of business of each occupant of the center.~~

~~(2) Area. The gross area in square feet of the additional sign on a zoning lot shall not exceed two times the lineal feet of frontage of the zoning lot. However, the gross surface area of the additional sign if illuminated, nonflashing shall not exceed the lineal feet of frontage of the zoning lot.~~

~~(3) Setback. The sign shall be set back a minimum of fifteen feet from the front lot line of the center or individual use, except as may be provided by conditional use.~~

~~(4) Height. No sign shall project higher than thirty feet above curb level, except as may be provided by conditional use.~~

(Ord. 61-5399 '1, (part), 2009, File No. 08-0915, Ord. 61-4653 '1, 1988; Ord. 61-4054 '9.1-6, 1967.)

Chapter 23.30

B2—COMMUINITY SERVICE DISTRICT

Sections:

23.30.030 Conditional uses.

23.30.030 Conditional uses. Any use allowed as a conditional use in the B1 district is allowed in the B2 district, subject to the provisions of Chapters 23.60, 23.64 and 23.72, and in addition, the following:

(p) Signs in excess of thirty feet but less than fifty feet in height from curb level;

23.30.070 Signs. In the B2 district, ~~advertising devices are expressly prohibited. Business~~ signs are permitted, subject to the following conditions:

(a) General Application.

(1) Area. The gross area in square feet of all signs on a zoning lot shall not exceed five times the lineal feet of frontage of the zoning lot. However, the gross area of all flashing signs shall not exceed two times the lineal feet of frontage of the zoning lot.

(2) Permitted Projections.

(A) Wall signs;

(B) Signs mounted on an ornamental roof or other similar projection where the total projection into the public airspace does not exceed eighteen inches.

(3) Height. No sign shall project higher than thirty feet above curb level, except as may be provided by conditional use.

(4) Prohibited. Awning and marquee signs that project into the airspace over the public lands or public way are prohibited. All awning signs in violation of this subdivision shall be removed within one hundred eighty days of February 18, 1978.

~~(b) Integrated Centers. For integrated centers in single ownership or under unified control or individual uses with a minimum frontage of one hundred fifty feet, one additional sign on each street frontage, other than those regulated in subsection (1) of this section, are permitted subject to the following:~~

~~(1) Content. The sign shall advertise only the name and location of the center or individual use and the name and type of business of each occupant of the center.~~

~~(2) Area. The gross area in square feet of the additional sign on a zoning lot shall not exceed three times the lineal feet of frontage of the zoning lot. However, the gross surface area of the additional sign, if flashing, shall not exceed one and one-half times the lineal feet of frontage of the zoning lot.~~

~~(3) Setback. The sign shall be set back a minimum of fifteen feet from the front lot line of the center or individual use, except as may be provided by conditional use.~~

~~(4) Height. No sign shall project higher than thirty feet above curb level, except as may be provided by conditional use.~~

(Ord. 61-5399 §1(part), 2009, File No. 08-0915, Ord. 61-5087 §1(part), 2000; Ord. 61-4653 §2, 1988; Ord. 61-4365 §1, 1978; Ord. 61-4362 §1(part), 1978; Ord. 61-4054 §9.2-6, 1967.)

Chapter 23.32

B3—GENERAL COMMERCIAL DISTRICT

Sections:

23.32.030 Conditional uses.
23.32.060 Signs.

23.32.030 Conditional uses. Any use allowed as a conditional use in the B2 district is allowed in the B3 district (unless already permitted in section 23.32.020), subject to the provisions of Chapters 23.60, 23.64 and 23.70~~, and in addition, the following:~~

~~(a) Advertising devices, including signs containing a political message, as defined in Chapter 12 of the Wisconsin Statutes;~~

23.32.060 Signs. In the B3 district ~~business~~ signs are permitted, subject to the same conditions and regulations established in the B2 district. (Ord. 61-4690 §1, 1989.)

Chapter 23.34

B4—CENTRAL BUSINESS DISTRICT

Sections:

23.34.030 Conditional uses.
23.34.060 Signs.

23.34.030 Conditional uses. Any use allowed as a conditional use in the B1 district is allowed in the B4 district (unless already permitted in section 23.34.020), subject to the provisions of Chapters 23.60, 23.64 and 23.70 and in addition, the following:

(j) Signs;

(1) Signs in excess of thirty feet but less than fifty feet in height from curb level,

(2) Awning/canopy signs in conformance with section 23.34.060(c)(3) and section 12.44.040(e),

(3) More than one projecting sign per building and projecting signs spaced closer than twenty-five feet apart,

(4) More than one sandwich board sign per zoning lot,

~~(5) Integrated merchants signs~~

23.34.060 Signs. In the B4 district, ~~Advertising devices are expressly prohibited.~~ Nonflashing ~~business~~ signs are permitted, subject to the following conditions:

(a) Area. The gross area in square feet of all signs on a zoning lot shall not exceed four times the lineal feet of frontage of the zoning lot.

~~(b) Content. Signs shall bear thereon no lettering other than to indicate the name and kind of business conducted in the building or structure, such as "men's clothing," "drugs," "jeweler," and the like; and the year the business was established and the street number thereof.~~

~~In addition, two~~[7] ~~major products or brands may be advertised or displayed on the aforementioned sign, such as "Bulova," "Budweiser," "Kodak," and the like.~~

(c) Permitted projections.

(1) Wall signs.

(2) Signs mounted on an ornamental roof or other similar projection where the total projection into the public air space does not exceed eighteen inches.

(3) Awning/canopy signs may be allowed as a conditional use provided that the graphics proposed for the sign are painted or otherwise affixed flat to the surface of the front or side(s) of the awning/canopy and shall indicate only the name, insignia, and/or address of the enterprise or premises.

(4) Projecting signs as defined in section 15.48.020 that do not exceed the following limitations:

(A) The area of each projecting sign shall not exceed twelve square feet per sign face. Each projecting sign may have not more than two sign faces which shall be mounted back-to-back.

(B) Only one projecting sign shall be permitted per building. Additional projecting signs may be allowed as a conditional use; however, in no case may the other requirements of this section related to sign area, content, height, lighting, and other parameters except spacing (subparagraph (4)(F)) be varied as part of the conditional use.

[7] Motion made and seconded to amend ordinance.

(C) Projecting signs shall not extend more than three feet into the public right-of-way, but in no case shall a projecting sign pose a hazard to pedestrians or any vehicles.

(D) The bottom edge of any projecting sign shall be at least eight feet above the top of the curb of the street adjacent to the building upon which the sign will be attached. In no case, however, may the projecting sign extend more than eighteen inches into the public air space above an ornamental roof.

(E) Projecting signs may be nonilluminated or the sign may be illuminated from the exterior. Internally illuminated projecting signs are prohibited. The use of neon for illuminating the exterior of any portion of the projecting sign is permitted. If the lights providing illumination to the projecting sign are attached to the projecting sign or the mounting hardware for the projecting sign, the lights may extend into the public right-of-way the same distance as the sign. If the lights providing illumination to the projecting sign are attached to a building, the lights shall not be located farther than eighteen inches from a building.

(F) To avoid a cluttered appearance and to help ensure a high level of pedestrian visibility, projecting signs shall be spaced at least twenty-five feet apart unless a lesser distance is approved as a conditional use.

(d) Height. No sign shall project higher than thirty feet above the curb level, except as may be provided by conditional use.

(e) Sandwich board sign. One sandwich board sign, as defined in section 15.48.020, standing no more than four feet high and with each sign face not exceeding eight square feet in area shall be allowed, per zoning lot, as a permitted sign. Additional sandwich board signs on a zoning lot may be allowed as a conditional use. Sandwich board signs shall not be placed so as to block building entrances or exits and shall not be placed within the public rights-of-way. Sandwich board signs allowed under this subsection shall be located entirely upon private property. (Sandwich board and other types of signs and other obstructions may be allowed within the public street rights-of-way in accordance with the procedures established in Chapter 5.63.)

(f) Prohibited. Marquee signs that project into the airspace over the public lands or way are prohibited except that the two theaters located on Fourth Street may continue to use their marquees for signs. At such time as the nature or purpose of their business substantially changes the use of these two marquee signs shall conform to the conditions established in paragraph (b) of this section. (Ord. 61-5341 §1, 2007, File No. 07-0811; Ord. 61-5146 §1(part), 2001, File No. 01-1227; Ord 61-5097 §1(part), 2000, File No. 00-1137; Ord. 61-5087 §1(part), 2000; Ord. 61-4362 §1(part), 1978; Ord. 61-4213 §1, 1972; Ord. 61-4054 §9.4-5, 1967.)

Chapter 23.38

INDUSTRIAL DISTRICTS

Sections:

23.38.060 Signs.

23.38.060 Signs. Signs shall be classified and regulated in accordance with the requirements under each zoning district in Chapters 23.40--23.42, and as specified hereunder.

(a) ~~No advertising device shall hereafter be erected or relocated within three hundred feet of the right-of-way line of any limited access highway if the face thereof is visible therefrom, and advertising devices located at a greater distance than three hundred feet from the right-of-way line of any limited access highway and visible therefrom shall not exceed in gross area in square feet 1/200 times the square of the distance of the advertising device from the limited access highway~~. All ~~outdoor advertising structures, post~~ signs, ~~accessory signs, or advertising statuary~~ which are declared to be a traffic hazard by the director of inspections and electrical systems after a recommendation from the city engineer, and which do not conform to the provisions of this section, shall be relocated or rearranged in accord with safety standards.

(b) No ~~advertising~~ sign, when viewed from a public park of ten or more acres in area, shall hereafter be erected or relocated within three hundred feet of the public park of ten acres or more in area; unless the sign is screened from the park by a building, wall or solid fence, and advertising devices located at a greater distance than three hundred feet from the public park shall not exceed, in gross area of square feet, 1/200 times the square of the distance of the advertising sign from the park unless the sign is screened from the park by a building, wall or solid fence.

(c) No ~~advertising~~ signs shall be permitted within seventy-five feet of any residence district boundary line unless the sign is completely screened from the residence district by a building, solid fence, or an evergreen planting, which planting shall be not more than two feet shorter than the height of the sign at the time the evergreens are planted; the evergreens shall be spaced not more than one-half the height of the tree for regular varieties and one-third the height of the tree for columnar varieties of trees; the evergreen planting shall be continuously maintained; or the sign is facing away from the residence district and the back is screened as provided below. (we may want to limit this by size i.e. no sign that exceeds XX sq. feet shall be permitted…)

(d) A sign in direct line of vision of any traffic signal from any point in the traffic lane from a position opposite the near sidewalk line to a position one hundred fifty feet before the sidewalk line, shall not have red, green or amber illumination.

(e) All signs shall be mounted in one of the following manners:

(1) Flat against a building or wall,

(2) Back to back in pairs, so that back of sign is screened from public view,

(3) In clusters in an arrangement which screens the back of the signs from public view,

(4) Or otherwise mounted so that the backs of all signs or sign structures showing to public view are painted and maintained a neutral color or a color that blends with surrounding environment.

(f) Signs accessory to parking areas are allowed subject to the following:

(1) Area and number. Signs ~~designating parking area~~ entrances or exits are limited to one sign for each exit or entrance, and to a maximum size of two square feet each. One sign per parking area, designating the conditions of use or identity of such parking area and limited to a maximum size of nine square feet, is permitted. On a corner lot, two signs, one facing each street, are permitted.

(2) Projection. No sign shall project beyond the property line into the public way or obstruct sight vision.

(3) Height. No sign shall project higher than seven feet above curb level.

(Ord. 61-5399 §1(part), 2009, file 08-0915; Ord. 61-4054 Art. X (part), 1967.)

Chapter 23.40

M1—LIMITED INDUSTRIAL DISTRICT

Sections:

23.40.020 Permitted uses.
23.40.030 Conditional uses.
23.40.090 Signs.

23.40.020 Permitted uses. (a) Uses permitted in the M1 district are subject to the following conditions:

(36) Signs, as regulated hereunder;

23.40.030 Conditional uses. The following conditional uses may be allowed in the M1 district subject to the provisions of Chapters 23.60, 23.64 and 23.72:

~~(a) Advertising devices;~~

(t) Signs in excess of thirty feet but less than fifty feet in height from curb level;

23.40.090 Signs. In the M1 district, ~~business~~ signs are permitted subject to the following conditions:

(a) General application.

(1) Area. The gross area in square feet of all signs of a zoning lot shall not exceed two times the lineal feet of frontage of the zoning lot. However, the gross area of all flashing signs shall not exceed the lineal feet of frontage of the zoning lot.

(2) Setback. All signs shall be set back a minimum of ten feet from the front lot line.

(3) Height. No sign shall project higher than thirty feet above curb level, except as may be allowed by conditional use permit.

(b) Industrial parks. For industrial parks, one additional sign on each street frontage, other than those regulated in (a) above, are permitted, subject to the following:

~~(1) Content. The sign shall advertise only the name and location of the industrial park and the name and type of business of each occupant of the park.~~

(2) Area. The gross area in square feet of the additional sign on a zoning lot shall not exceed one and one-half times the lineal feet of frontage of the zoning lot. However, the gross surface area of the additional sign, if flashing, shall not exceed the lineal feet of frontage of the zoning lot.

(3) Setback. The sign shall be set back a minimum of fifteen feet from the front lot line of the industrial park.

(4) Height. No sign shall project higher than thirty feet above curb level, except as may be allowed by conditional use permit.

(Ord. 61-5087 §1(part), 2000; Ord. 61-4690 '3, 1989; Ord. 61-4054 '10.1-8, 1967.)

Chapter 23.41

M1—P LIMITED INDUSTRIAL PARK DISTRICT

Sections:

23.41.020 Permitted uses.
23.41.090 Signs.

23.41.020 Permitted uses.

(b) The following uses are permitted in the M1—P district:

(25) Signs, as regulated hereunder;

23.41.090 Signs. ~~(a) Only identifying signs showing the name and/or insignia, products or services of the company using the site shall be visible from a street. Advertising devices are expressly prohibited.~~

(b) Signs shall be set back a minimum of twenty feet from lot lines except those signs necessary for traffic control, directional or safety purposes.

(c) The total gross area in square feet of all identifying signs on a lot shall not exceed the lineal feet of frontage of the lot.

(d) No sign shall extend above the roof line of the building to which it is attached or near which it is placed. (Ord. 61-5399 §1(part), 2009, File No. 08-0915, Ord. 61-4634 §1(part), 1988.)

Chapter 23.42

M2—GENERAL INDUSTRIAL DISTRICT

Sections:

23.42.030 Conditional uses.
23.42.090 Signs.

23.42.030 Conditional uses. The following conditional uses may be allowed in the M2 district, subject to the provisions of Chapter 23.60, 23.64 and 23.72.

~~(a) Advertising devices;~~

23.42.090 Signs. In the M2 district business signs are permitted, subject to the following conditions:

(a) General Application.

(1) Area. The gross area in square feet of all signs on a zoning lot shall not exceed four times the lineal feet of frontage of the zoning lot. However, the gross area of all flashing signs shall not exceed two times the lineal feet of frontage of the zoning lot.

(2) Projection. No sign shall project into the public way.

(3) Height. No sign shall project higher than thirty feet above curb level, except as may be allowed by conditional use permit.

(b) Industrial Parks. For industrial parks, one additional sign on each street frontage, other than those regulated in subsection (1), are permitted, subject to the following:

~~(1) Content. The sign shall advertise only the name and location of the industrial park and the name and type of business of each occupant of the park.~~

(2) Area. The gross area in square feet of the additional sign on a zoning lot shall not exceed three times the lineal feet of frontage of the zoning lot. However, the gross surface area of the additional sign, if flashing, shall not exceed one and one-half times the lineal feet of frontage of the zoning lot.

(3) Setback. The sign shall be set back a minimum of ten feet from the front lot line of the industrial park.

(4) Height. No sign shall project higher than thirty feet above curb level, except as may be allowed by conditional use permit.

(Ord. 61-5087 §1(part), 2000; Ord. 61-4690 §5, 1989; Ord. 61-4054 §10.2-8, 1967.)

Chapter 23.43

M2—P GENERAL INDUSTRIAL PARK DISTRICT

Sections:

23.43.090 Signs.

23.43.090 Signs. ~~(a) Only identifying signs showing the name and/or insignia, products or services of the company using the site shall be visible from a street. Advertising devices are expressly prohibited.~~

(b) Signs shall be set back a minimum of twenty feet from lot lines except those signs necessary for traffic control, directional or safety purposes.

(c) The total gross area in square feet of all identifying signs on a lot shall not exceed the lineal feet of frontage of the lot.

(d) No sign shall extend above the roof line of the building to which it is attached or near which it is placed. (Ord. 61-5399 §1(part), 2009, File No. 08-0915, Ord. 61-4634 §1(part), 1988.)

Chapter 23.44

INDUSTRIAL PARK DISTRICT

Sections:

23.44.020 Permitted uses.
23.44.120 Signs.

23.44.020 Permitted uses.

(b) The following uses are permitted in the IP district:

(26) Signs, as regulated under this title;

23.44.120 Signs. ~~(a) Only identifying signs showing the name and/or insignia, products or services of the company using the site shall be visible from a street.~~

(b) Signs shall be set back a minimum of twenty feet from lot lines except those signs necessary for traffic control, directional or safety purposes.

(c) The total gross area in square feet of all identifying signs on a lot shall not exceed the lineal feet of frontage of the lot.

(d) No sign shall extend above the roof line of the building to which it is attached or near which it is placed. (Ord. 61-4420 §1(part), 1979.)

Chapter 23.48

IR—INTERCHANGE RESIDENCE DISTRICT

Sections:

23.48.070 Signs.

23.48.070 Signs. The regulations governing signs in the R1 district apply in the IR district. (Ord. 61-4054 §11.1-6, 1967.)

Chapter 23.50

IB—INTERCHANGE BUSINESS DISTRICT

Sections:

23.50.030 Conditional uses.
23.50.070 Signs.

23.50.030 Conditional uses. The following conditional uses may be allowed in the IB district, subject to the provisions of Chapters 23.60, 23.64 and 23.72:

(e) ~~Community service organization sign;~~

(o) (1) Signs in excess of thirty feet but less than fifty feet in height above curb level,

(2) The gross surface area in square feet of all illuminated, nonflashing signs on a zoning lot shall not exceed four times the lineal feet of frontage of the zoning lot;

23.50.070 Signs. In the IB district nonflashing business signs are permitted, subject to the following conditions. ~~Advertising devices are expressly prohibited.~~

(a) General application.

(1) Area. The gross area in square feet of all nonilluminated signs on a zoning lot shall not exceed four times the lineal feet of frontage of the zoning lot. However, the gross surface area of all illuminated, nonflashing signs shall not exceed two times the lineal feet of frontage of the zoning lot.

(2) Setback. The signs shall be set back a minimum of twenty feet from the front lot line.

(3) Height. No sign shall project higher than thirty feet above curb level, except as may be provided by conditional use.

~~(b) Integrated centers. For integrated centers in single ownership or under unified control, or individual uses with a minimum frontage of three hundred feet, one additional sign on each street frontage, other than those regulated in (a), are permitted, subject to the following:~~

~~(1) Content. The sign shall advertise only the name and location of the center or individual use and the name and type of business of each occupant of the center.~~

~~(2) Area. The gross area in square feet of the additional sign on a zoning lot shall not exceed two times the lineal feet of frontage of the zoning lot. However, the gross surface area of the additional sign if illuminated, nonflashing shall not exceed the lineal feet of frontage of the zoning lot.~~

~~(3) Setback. The sign shall be set back a minimum of thirty feet from the front lot line of the center or individual use, except as may be provided by conditional use.~~

~~(4) Height. No sign shall project higher than thirty feet above curb level, except as may be provided by conditional use.~~

(Ord. 61-4054 §11.2-6, 1967)

Chapter 23.52

IM—INTERCHANGE INDUSTRIAL DISTRICT

Sections:

23.52.030 Conditional uses.
23.52.070 Signs.

23.52.030 Conditional uses. The following conditional uses may be allowed in the IM district, subject to the provisions of Chapters 23.60, 23.64 and 23.72.

(f) Signs in excess of thirty feet but less than fifty feet in height above curb level;

23.52.070 Signs. In the IM district, nonflashing business signs are permitted, subject to the following conditions. Advertising devices are expressly prohibited.

(a) General application.

(1) Area. The gross area in square feet of all signs on a zoning lot shall not exceed four times the lineal feet of frontage of the zoning lot. However, the gross area of all illuminated signs shall not exceed two times the lineal feet of frontage of the zoning lot.

(2) Setback. The signs shall be set back a minimum of fifteen feet from the front lot line.

(3) Height. No sign shall project higher than thirty feet above curb level except as may be provided by conditional use.

(b) Industrial parks. For industrial parks, one additional sign on each street frontage, other than those regulated in (a), are permitted, subject to the following:

~~(1) Content. The sign shall advertise only the name and location of the industrial park and the name and type of business of each occupant of the park.~~

(2) Area. The gross area in square feet of the additional sign on a zoning lot shall not exceed two times the lineal feet of frontage of the zoning lot. However, the gross surface area of the additional sign if illuminated shall not exceed the lineal feet of frontage of the zoning lot.

(3) Setback. The sign shall be set back a minimum of twenty-five feet from the front lot line of the industrial park.

(4) Height. No sign shall project higher than thirty feet above curb level except as may be provided by conditional use.

(Ord. 61-5087 §1, 2000; Ord. 61-4054 §11.3-6, 1967.)

Chapter 23.55

RE—RIVER EDGE OVERLAY DISTRICT

Sections:

23.55.010 Purpose.
23.55.020 General provisions.
23.55.060 Signs.

23.55.010 Purpose. The purpose of the river edge overlay district is to help protect the water quality and scenic resources of the Wisconsin River by reducing soil bank erosion, establishing building setback regulations, and regulating signs near the river's edge. The establishment of this district is intended to help promote the public health, safety and general welfare of the community.

(Ord. 61-5074 §1(part), 2000.)

23.55.020 General provisions. The restrictions imposed upon property within, and in certain cases adjacent to, the river edge overlay district are in addition to the regulations governing the underlying residential, commercial, industrial or other zoning districts or any other provisions of the Wausau Municipal Code. The river edge overlay district establishes building setback and sign regulations that are generally more stringent than those of the underlying zoning district. (Ord. 61-5074 §1(part), 2000.)

23.55.060 Signs. ~~Advertising signs and business signs are not allowed within the RE district unless approved as a conditional use in accordance with Chapter 23.72.~~ Only those signs which are permitted or are a conditional use within the underlying zoning district may be considered for placement as a conditional use in the RE overlay district under this section. All other sign provisions of the underlying zoning district shall be enforced. (Ord. 61-5074 §1(part), 2000.)

Chapter 23.56

FLOODPLAIN ZONING ORDINANCE

Sections:

23.56.025 General standards applicable to all floodplain districts.

23.56.025 General standards applicable to all floodplain districts.

(d) Public or private campgrounds. Public or private campgrounds shall have a low flood damage potential and shall meet the following provisions:

(11) The campground shall have signs clearly posted at all entrances warning of the flood hazard and the procedures for evacuation when a flood warning is issued.

Chapter 23.58

SHORELAND-WETLAND ZONING

Sections:

23.58.060 Administrative provisions.

23.58.060 Administrative provisions.

(d) Special Exception Permits.

(2) Conditions. Upon consideration of the permit application and the standards applicable to the permitted uses in subdivision (d)(3) of section 23.58.040, the board of appeals shall attach such conditions to a special exception permit, in addition to those required elsewhere in this chapter as are necessary to further the purposes of this chapter as listed in subsection (c) of section 23.58.010. Such conditions may include specifications, without limitation because of specific enumeration, for: type of shore cover, erosion potential; increased side-yard setbacks, specific sewage disposal and water supply facilities; landscaping and planting screens; period of operation; operational control; sureties; deed restrictions; location of piers, docks, parking areas and signs; and type of construction. To secure information upon which to base its determination, the board of appeals may require the applicant to furnish, in addition to the information required for a zoning certificate or building permit, other pertinent information which is necessary to determine if the proposed use is consistent with the purpose of this chapter.

Chapter 23.64

SERVICE STATIONS AND DRIVE-INS

Sections:

23.64.050 Signs.

23.64.050 Signs. Only one sign, not exceeding forty square feet in area on one surface nor more than eight feet in horizontal length, may be placed adjacent to the street line. The sign shall not extend more than thirty feet above the ground and shall be mounted not less than ten

feet above ground level on not more than three columns, which columns shall not exceed twelve inches in diameter. No such sign or portion thereof shall project into or encroach upon a street right-of-way.

All other permitted signs shall be affixed to the principal building or set back at least thirty feet from the front property line and ten feet from all other property lines. (Ord. 61-4054 §6.10-9(part), 1967.)

Chapter 23.655

TRADITIONAL NEIGHBORHOOD DEVELOPMENT DISTRICT

Sections:

23.655.030 Definitions
23.655.040 Application procedure and approval process.
23.655.050 Design standards.

23.655.030 Definitions. The following definitions apply to only this chapter of the Wausau Municipal Code:

(e) Arterial--a major street for carrying a large volume of through-traffic in the area, normally controlled by traffic signs and signals.

23.655.040 Application procedure and approval process. Prior to the issuance of any permits for development within a traditional neighborhood development district: the applicant shall have had an initial conference; a general implementation plan and a zoning map amendment to a traditional neighborhood development district shall be approved by the common council; and a specific implementation plan shall be approved by the common council.

> (E) Detailed elevations of all proposed commercial buildings and typical elevations of residential buildings. Scaled elevations should identify all signs, building materials, and percentage of ground floor commercial façade in windows; the location, height, and material for screening walls and fences, including outdoor trash storage areas, electrical, mechanical and gas metering equipment, storage areas for trash and recyclable materials, and rooftop equipment.

23.655.050 Design Standards.

(f) Circulation Standards. The circulation system shall allow for different modes of transportation. The circulation system shall provide functional and visual links within the residential areas, mixed use area, and open space of the traditional neighborhood development district and shall be connected to existing and proposed external development. The circulation system shall provide adequate traffic capacity, provide connected pedestrian and bicycle routes (especially off-street bicycle or multi-use paths or bicycle lanes on the streets), control through

traffic, limit lot access to streets of lower traffic volumes, and promote safe and efficient mobility through the traditional neighborhood development district.

(4) Motor Vehicle Circulation. Motor vehicle circulation shall be designed to minimize conflicts with pedestrians and bicycles. Traffic calming features such as "queuing streets," curb extensions, traffic circles, and medians may be used to encourage slow traffic speeds.

(B) Street layout. The traditional neighborhood development district should maintain the existing street grid, where present, and restore any disrupted street grid, where feasible. In addition:

(iii) Curb cuts for driveways to individual residential lots shall be prohibited along arterial streets. Curb cuts shall be limited to intersections with other streets or access drives to parking areas for commercial, civic, or multifamily residential uses. Clear sight triangles shall be maintained at intersections, as specified below, unless controlled by traffic signal devices:

(g) Architectural Standards. A variety of architectural features and building materials is encouraged to give each building or group of buildings a distinct character.

(4) Guidelines for exterior signage. A comprehensive sign program is required for the entire traditional neighborhood development district which establishes a uniform sign theme. Signs shall share a common style (e.g., size, shape, material). In the mixed use area, all signs shall be wall signs or cantilever signs. Cantilever signs shall be mounted perpendicular to the building face and shall not exceed eight square feet.

Chapter 23.70

NONCONFORMING USES

Sections:

23.70.120 Discontinuance of nonconforming signs.

23.70.120 Discontinuance of nonconforming signs. Nonconforming signs in all zoning districts not specifically included under the provisions of section 23.26.060(7) shall be either discontinued or shall be made to conform to the requirements of the zoning district in which they are located by July 1, 1977. (Ord. 61-4241 §1, 1973.)

GRAPHIC HOUSE

9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

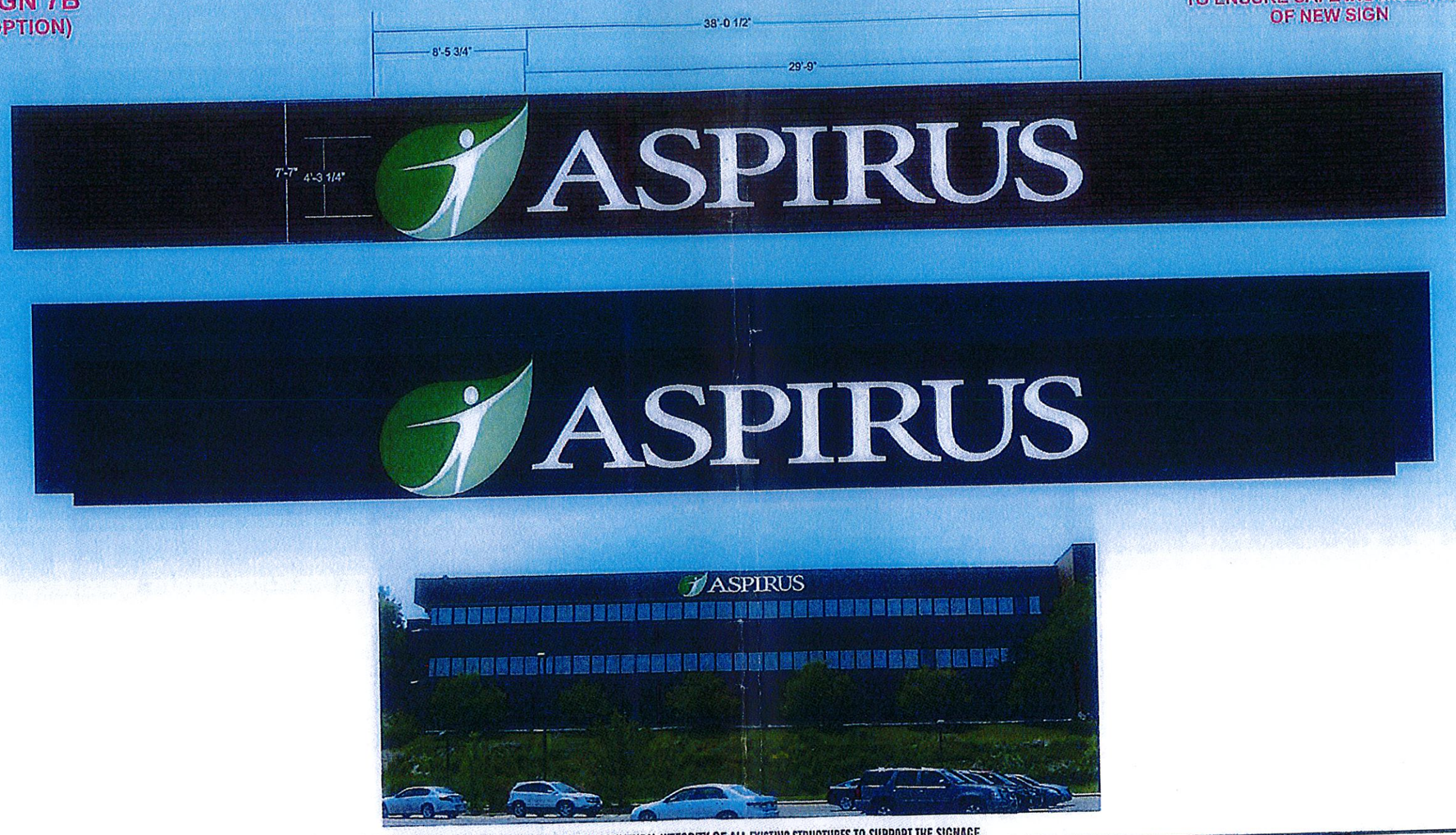
CLIENT: ASPIRUS WAUSAU, WI

SALES REP:	DATE:	QUOTE NUMBER:
MATTHEW W	8-4-2015	MW-8565-7B
SALES AUTHORIZATION:	JOB NUMBER: XXX	REVISION: 8-20-2015-F

SIGN SPECIFICATIONS
(1) SET INTERN. ILLUM. BUILDING LETTERS
* ALL LETTERS ARE TO BE FORMED OF ALUM. PAINTED WHITE & INTERN. ILLUM. w/ WHITE LED's. FACES ARE TO BE WHITE POLYCARBONATE WHITE TRIM-CAP.
* LOGO CABINET IS TO BE FORMED OF SIGNTECH BLEEDFACE EXTRUSION w/ FLEXIBLE MATERIAL STRETCHED OVER THE TOP & CLEARCOATED w/ COOLEY COULTHAIN. ALL GRAPHICS ARE TO BE DOUBLE PRINTED ONTO VINYL w/ LAMINATE TO MATCH PMS #363c GREEN & 63% OF PMS #363c GREEN.
* "ASPIRUS" LETTERS ARE TO BE MOUNTED TO WIREWAYS PAINTED TO MATCH BUILDING & WIRED TO REMOTE POWER SUPPLIES.

FIELD VERIFY REQUIRED TO DETERMINE STRUCTURE & MOUNTING METHODS TO ENSURE SAFE INSTALLATION OF NEW SIGN

SIGN 7B (OPTION)



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

ALL RIGHTS RESERVED

RELEASE AUTH:

DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & GRAPHICS LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL AUTOMOTIVE PAINTS OR THE VINYL COLORS THAT WILL BE USED ON OR IN THE SIGN(S) SHOWN. ALL SIZES, SHAPES, COLORS, ETC. ARE CONCEPTUAL & MAY VARY FROM ACTUAL PRODUCT

GRAPHIC HOUSE

9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

CLIENT: ASPIRUS WAUSAU, WI

SALES REP:	DATE:	QUOTE NUMBER:
MATTHEW W	8-4-2015	MW-8565-7A
SALES AUTHORIZATION:	JOB NUMBER:	REVISION:
	XXX	10-15-2015-I

SIGN SPECIFICATIONS

(1) D/F INTERN. ILLUM. PYLON SIGN
* SIGN CABINET IS TO BE FORMED OF ALUM. & PAINTED TO MATCH PMS #295c BLUE. "ASPIRUS" & LOGO, "WESTWOOD CONFERENCE CENTER", ADDRESS & STRIPE ARE TO BE ROUTED OUT & BACKED w/ 3/16" WHITE ACRYLIC. LOGO IS TO HAVE DOUBLE PRINTED VINYL w/ LAMINATE TO MATCH PMS #363c GREEN & 63% OF PMS #363c GREEN.
* SECONDARY PORTION OF SIGN IS TO BE FORMED OF ALUM. PAINTED MATTHEWS #13901 GRAYS LAKE & #951-715 IRON GREY VINYL. ACCENT STRIPE IS TO BE PRINTED VINYL w/ LAMINATE TO MATCH PMS #363c GREEN & PMS #2278c GREEN.
* TENANT SECTIONS ARE TO BE ROUTED OUT & BACKED w/ WHITE POLYCARBONATE. "LIBERTY MUTUAL" LOGO IS TO HAVE #8508-806 INTENSIVE BLUE VINYL. ALL OTHER COPY & LOGOS ARE TO BE WHITE. BACKGROUND IS TO BE OPAQUE TO MATCH MATTHEWS #13901 GRAYS LAKE.
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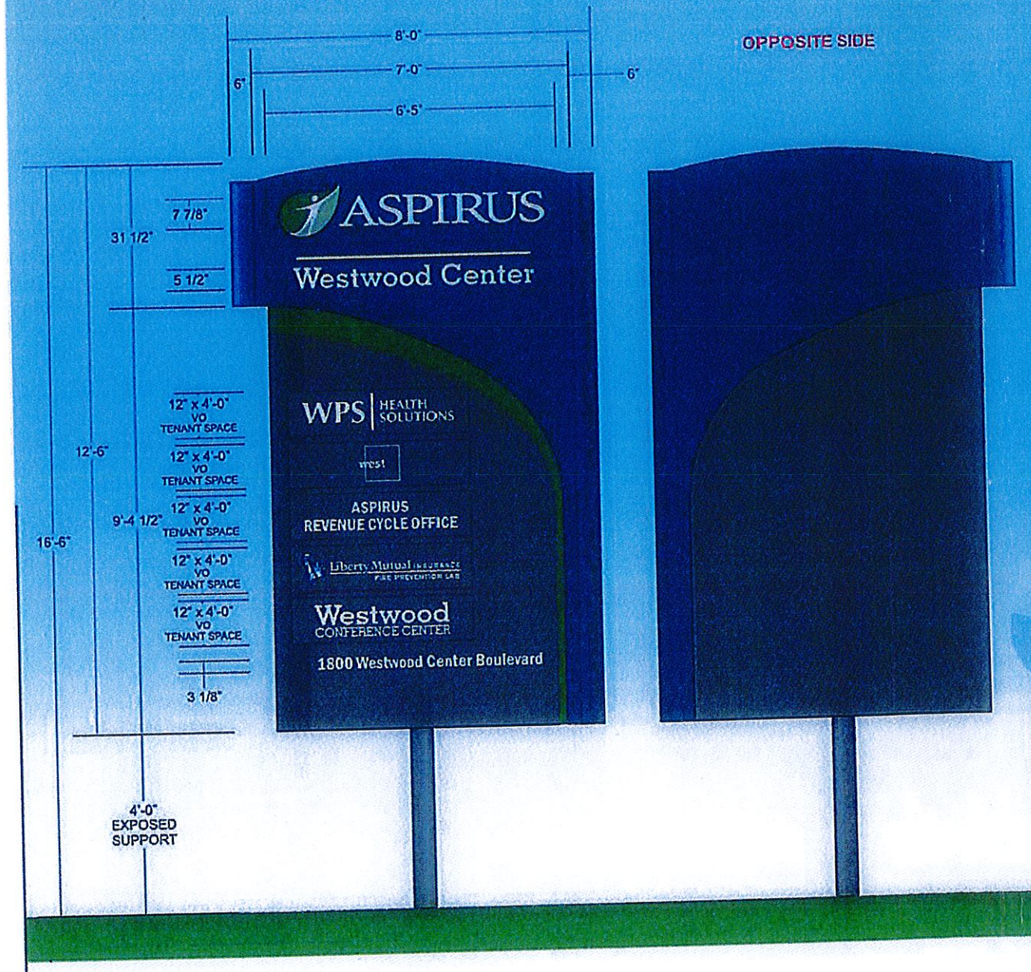
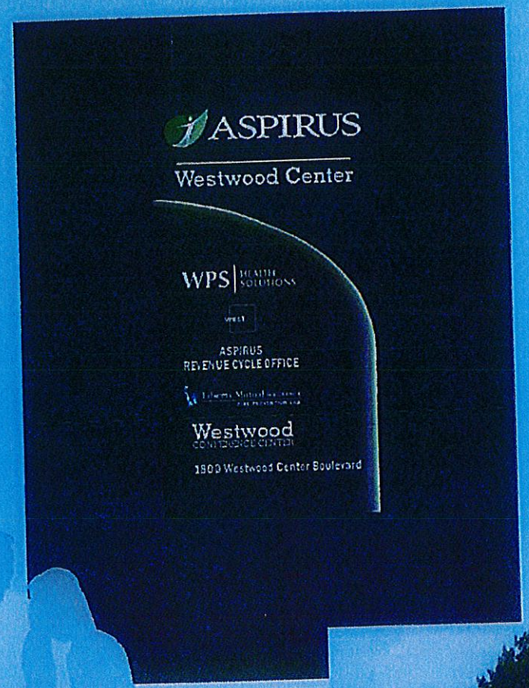
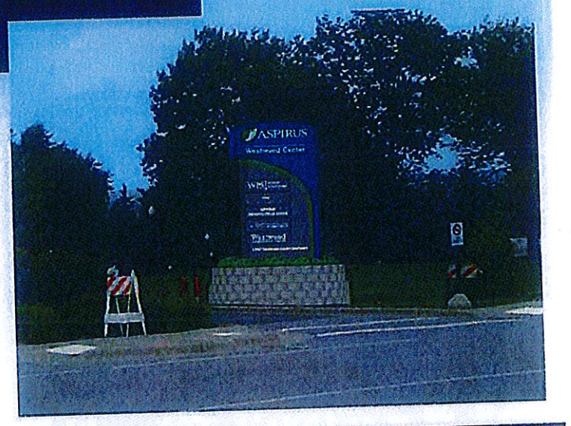
SIGN 7A



OPPOSITE SIDE





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SALES REP:	DATE:	QUOTE NUMBER:
MATTHEW W	8-4-2015	MW-8565-7
SALES AUTHORIZATION:	JOB NUMBER:	REVISION:
	XXX	10-15-2015-I

SIGN SPECIFICATIONS

(1) D/F INTERN. ILLUM. PYLON SIGN
* SIGN CABINET IS TO BE FORMED OF ALUM. & PAINTED TO MATCH PMS #295c BLUE. "ASPIRUS" & LOGO, "WESTWOOD CONFERENCE CENTER", ADDRESS & STRIPE ARE TO BE ROUTED OUT & BACKED W/ 3/16" WHITE ACRYLIC. LOGO IS TO HAVE DOUBLE PRINTED VINYL W/ LAMINATE TO MATCH PMS #363c GREEN & 63% OF PMS #363c GREEN.
* SECONDARY PORTION OF SIGN IS TO BE FORMED OF ALUM. PAINTED MATTHEWS #13901 GRAYS LAKE & #951-715 IRON GREY VINYL. ACCENT STRIPE IS TO BE PRINTED VINYL W/ LAMINATE TO MATCH PMS #363c GREEN & PMS #2278c GREEN.
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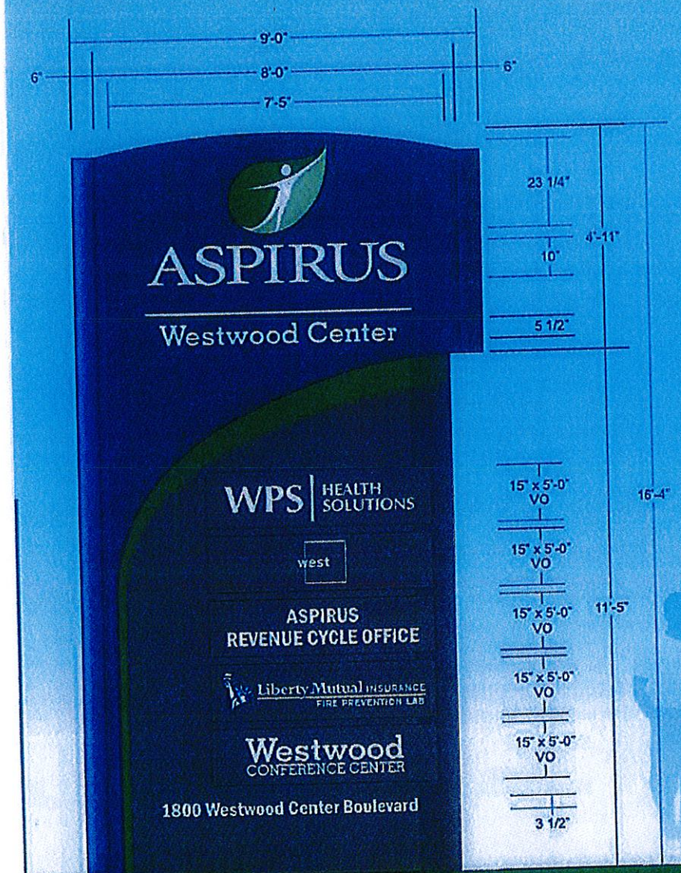
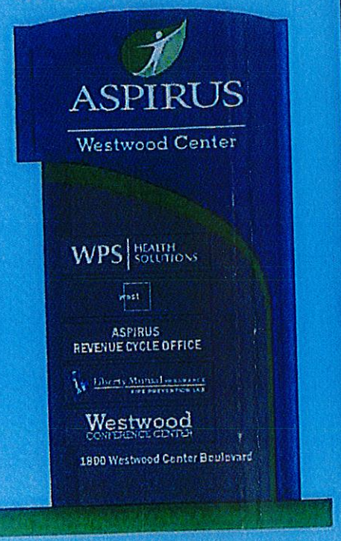
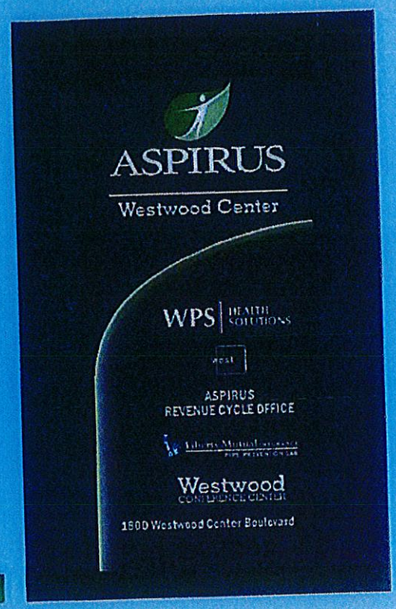
SIGN 7

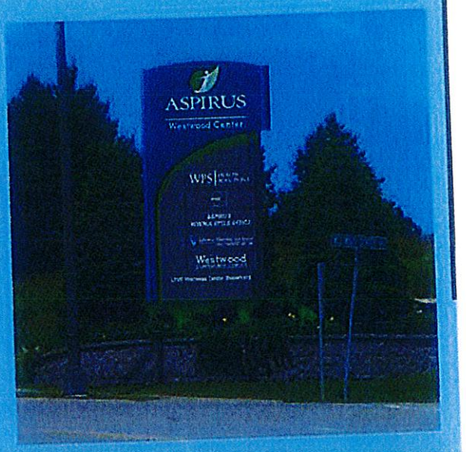


APPROX. 24" TALL MOUND ADDED TO GRADE
(SUPPLIED BY CLIENT)

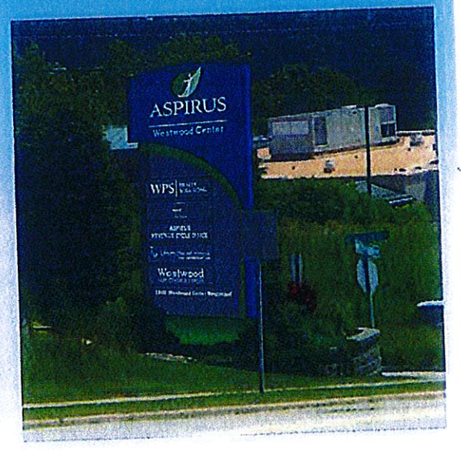
OPPOSITE SIDE







EXISTING SIGN - 12'-0"h



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Agenda Item No.
2

STAFF REPORT TO CISM COMMITTEE – December 10, 2015

AGENDA ITEM

PUBLIC HEARING: Discussion and possible action on petition to vacate a portion of 77th Avenue

BACKGROUND

Several years ago Wausau Coated came to the City with a plan to expand their business by connecting their buildings on the east and west side of 77th Avenue. To facilitate this, the City constructed the extension of 80th Avenue to maintain access to Wisconsin Lift Truck and provide and alternate access to Wausau Coated. Now that 80th Avenue is completed and Wausau Coated intends to extend their buildings to occupy the 77th Avenue right-of-way, it is necessary to vacate 77th Avenue south of Stewart Avenue as shown on the attached map.

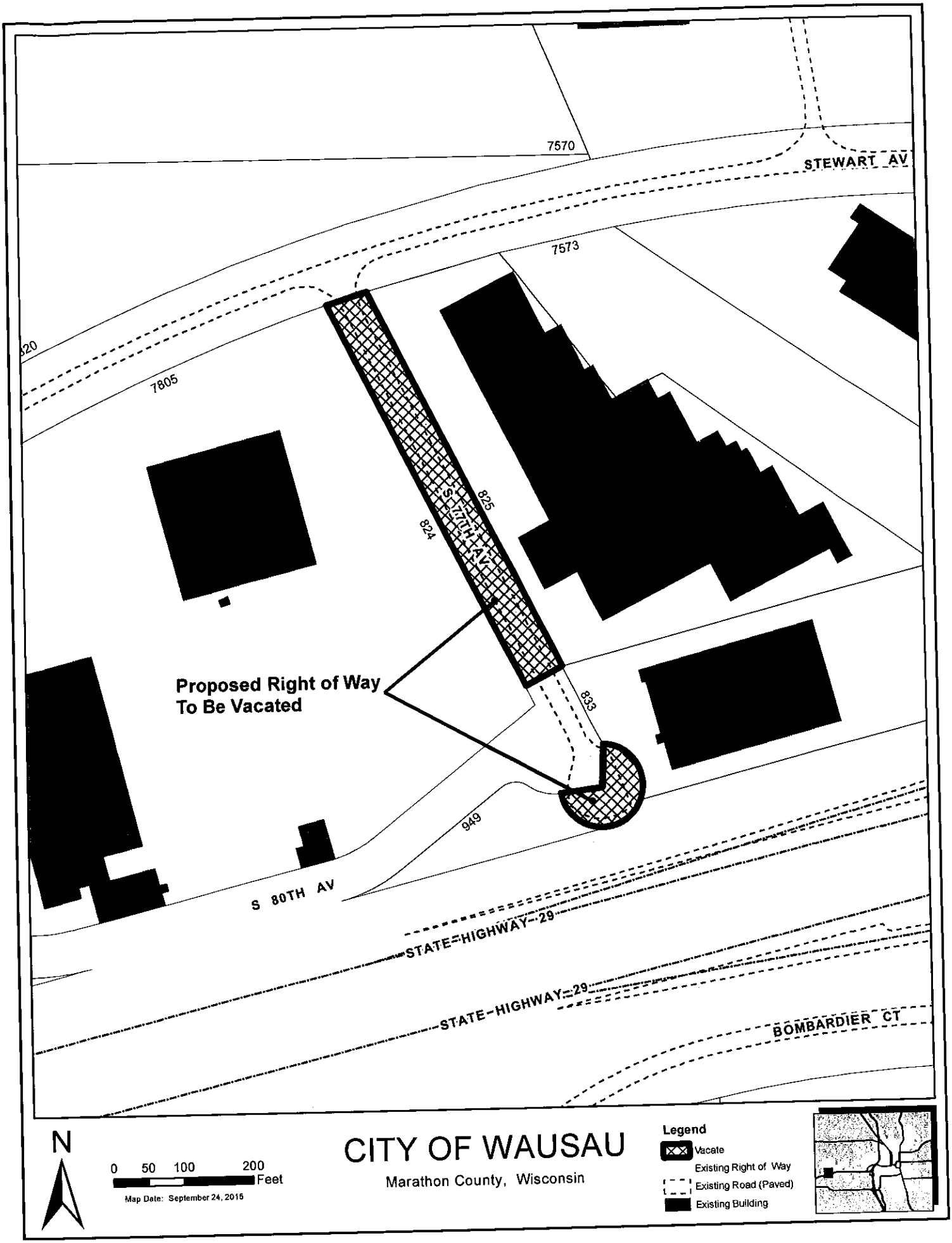
FISCAL IMPACT

Wausau Coated will be allowed to expand and the financial impact will be expanded tax base for the City.

STAFF RECOMMENDATION

Depending upon comments received at the public hearing, staff would recommend vacating this portion of 77th Avenue. Easements for the sewer and water utilities within the 77th Avenue right-of-way will be reserved.

Staff contact: Allen Wesolowski 715-261-6762


7570
STEWART AV
7573
820
7805
S 77TH AV
825
824
Proposed Right of Way
To Be Vacated
833
949
S 80TH AV
STATE HIGHWAY 29
STATE HIGHWAY 29
BOMBARDIER CT
N
0 50 100 200
Feet
Map Date: September 24, 2015
CITY OF WAUSAU
Marathon County, Wisconsin
Legend
Vacate
Existing Right of Way
Existing Road (Paved)
Existing Building

Time and Date: The Plan Commission met on Tuesday, November 17, 2015, at 5:00 p.m. in the Common Council Chambers of Wausau City Hall.

Members Present: Mayor Tipple, Lindman, Gisselman, Atwell, Bohlken

Others Present: Lenz, DeSantis, Hebert, Jacobson, Higginbotham, Wood, Wanserski, Tasche, Hoelter, Tobalsky, Slater, Schwichtenberg, Donovan

In compliance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and transmitted to the *Wausau Daily Herald* in the proper manner.

Mayor Tipple called the meeting to order at 5:00 p.m. noting that a quorum was present.

Approve the minutes of the October 20, 2015 meeting.

Atwell motioned to approve the minutes of the October 20, 2015 meeting. Gisselman seconded, and the motion carried unanimously 5-0.

PUBLIC HEARING: Discussion and possible action on establishing the zoning as M2, General Industrial District for the area recently annexed into the City of Wausau south of 917 South 60th Avenue (Eau Claire River LLC.)

Dan Higginbotham, representing PGA, said this land was purchased by their company. He said 23 acres of the total 100 acres was located in the city and the remaining portion was in the Town of Stettin. He said the subject land was located in the Town of Stettin and was annexed to the City of Wausau. Higginbotham said he would like to see M2 zoning since he would like to incorporate the same use as the rest of the property. A DNR Stormwater Management Plan is on file, with two detention basins designed. Higginbotham said they are looking to zone the property to the highest and best use.

Mayor Tipple closed the public hearing.

Lenz said that the applicant is technically the City; according to the ordinance, Plan Commission needs to file the zoning if default zoning R1 is not wanted. The property owners would like M2 zoning. The zoning map shows that this property is adjacent to M2 zoning. Staff feels that this zoning would be appropriate. The site is not accessible due to railroad crossings and geography. He said it would become part of the larger development to the north.

Bohlken motioned to establish the zoning as M2, General Industrial District for the area recently annexed into the City of Wausau south of 917 South 60th Avenue. Gisselman seconded, and the motion carried unanimously 5-0. This item will go to Common Council on December 8, 2015.

PUBLIC HEARING: Discussion and possible action on amending the General Development Plan at 2130, 2121, 2201, 2221, 2301 and 2305 Northwestern Avenue by adding 2221, 2301 and 2305 to the General Development Plan allowing for a total of 120 multifamily residential units.

Dan Higginbotham, 156 Kent Street, NWA Holdings LLC purchased this property 2 ½ years ago from the Meuret family. Higginbotham gave a brief ownership history of the property. An easement was given to Camp Sturtevant in exchange for joint crossing at the railroad crossing. All the land north of Northwestern Avenue was sold to Dave Wanserski. Higginbotham said he came to this commission about 1 ½ years ago and the general development plan was approved. Part of the overall development of the area is to have hiking, biking, and access trails in conjunction with the Parks Department and Eau Claire River Conservancy. The Mountain Bay Trail will be connected to the City of Wausau.

Tom Wood, Harris and Associates, representing Premier Real Estate Management, who is under contract to purchase the 2-phase project. There will be a total of 120 units total; the first phase will have 60 units. The 2nd phase may occur in approximately 2 years. Sewer and water will be located throughout the property. There will be 2 access points from Northwestern Avenue. The buildings will be a 2 story, 2 bedroom units. There will be 12 units per building. Wood showed the commission a picture of what the

buildings would look like. Each unit would have a private entry through the garage and an exterior entrance; there will not be a common hallway. There will be lighting throughout the property but it will not spray onto the neighboring properties. Grading and stormwater plans have been submitted. A detention basin is planned for the southeast corner and will be sized for both developments.

Dave Wanserski, 2225 Hawthorne Lane, said he do doesn't have much comment and is not opposing the development. Wanserski said he is concerned about the site preparation and wants to make sure it is not a mining process. The site preparation should be done to complement the landscaping and material should not be removed to negatively affect the neighboring properties.

Bonnie Tasche, 2172 Meadow Brook Way, said she is concerned about the traffic that would make the Gold Ridge Way intersection even more dangerous. The speed limit could be reduced, but this wouldn't help because nobody goes the speed limit. Vehicles are traveling at 50 mph. There is no visibility to the left because of some brush and a dirt hill. Tasche asked if some of the hill could be scraped off by the developer or the City. Tasche said right now they look for traffic, roll down windows to listen for traffic, and when it appears it is clear continue onto Northwestern Avenue and before you know it someone is in your trunk. It is very dangerous. A sign could be posted noting limited site, but it wouldn't do any good because the signs wouldn't be read after people get used to them. Since the development is going to be visible by roof top, they will not see the apartment buildings; a lot of rock will need to be dug out. Tasche asked what kind of blasting will be done to remove the rock and asked if a concrete or steel barrier could be placed so roof tops would not be damaged if a speeder comes over the hill and over the earth berm. Tasche said the hydrants are flushed out frequently, every couple of weeks, and the water pressure is so low and asked how the city will deal with this with additional occupants.

Joel Hoelter, 2119 Meadow Brook Way, thanked the city and commission for the notifications and for cleaning up the neighborhood recently. Hoelter told the commission about the about the items that are left in this area of the city and at times feel like the ugly stepchildren of the city. Hoelter said he would like to second the comments that were already made. The traffic issue is a huge concern on Northwestern Avenue. The speed limit is posted at 35 mph with a double yellow line; Hoelter said he constantly gets passed. Adding more traffic will make it worse. Hoelter said he is hesitant to say anything because he feels it is already a done deal. The property is already marked out with pink and red plastic and a piece of heavy equipment is already parked there. Hoelter said he has a concern with the wetland and said he spoke to DNR, zoning, and Army Core of Engineers and found out that action is only taken if something gets into the wetlands. The detention pond is right at the edge of the wetlands. The proper permit has been taken out to remove some lands. Hoelter said the property values will be affected and will affect the tax revenue. Hoelter asked the commission if they knew how many rental units are in the city and said he contacted the city hall last week and was told there are 6,800 rental units. Hoelter said that he is extremely opposed and hope the commission and City Council listen to the people on this item.

Jack Tobalsky, 2136 Meadow Brook Way, said the Brookdale Subdivision is near the property he owns. Tobalsky said the first request was to rezone from R1 to M1, but was amended to UDD zoning. The current plan is for transitional housing for 120 families in a relatively small area and only 1 access road being Northwestern Avenue. Northwestern Avenue is a two-lane windy and hilly road that does not seem safe or appropriate. We asked that a transitional area consisting of duplexes should exist here, at a minimum. The duplexes are now gone from the plan. At a meeting at Greenwood Hills, it was said that these apartments would rent for $900.00/month. These will have a 1-car garage and next to a railroad staging area, Tobalsky said good luck with that. This apartment complex will create a great deal of turnover and will put the aesthetics and property values of this neighborhood at risk of being lost. Tobalsky said he thought the single-family proposal in the original plan would never be developed and the property was just sold. Tobalsky asked the commission not to let short sightedness destroy what could be one of the most beautiful, single family development areas left in the city. There are views of Rib Mountain and Eau Claire River basin and it's enhanced by the land conservancy and treasured by those that live there. Homes in the area were bought because of the bike route, trucks not being allowed, beauty of the area, and various camps and would love to share the beauty with other single-family residents. It is for these reasons that he wishes to express his opposition in rezoning and authorizing the plan. This property should be zoned as single family.

Chris Slater, President of Development for Premier Real Estate Management, working with Tom Wood

and Dan Higginbotham. Slater said that they have successfully worked with Wausau in the past with the Bos Creek development and Grand Avenue Apartments. Slater said they work collectively with various municipalities. There has been a huge demographic push of more people wanting to rent due to the sins of the past. When the buildings are turned over, one building is done each month and is preleased. There has been much success with doing business this way. Slater said they want to further invest in Wausau, and he knows they can be successful; additional tax base will be added with this project. His company manages and operates 8,000 units in 9 states.

Donna Schwichtenberg, 1920 Brook View Court, said they are greatly affected by this change and she wants to support the neighbors. The primary concern is traffic. If there are 120 units, with 2 bedrooms per unit, that would be 240 vehicles per day. This will create too much traffic. The second question or concern is that the city has been actively working on the riverfront development and asked if there may be a problem with these two apartment complexes and if they would compete. Schwichtenberg asked how more rental properties are needed. The riverfront area should be developed before this does. The proposal keeps changing. During the meeting last week, it was said that they were all 2-bedroom units. After looking at the plans, some of the units were 1-bedroom units and the response was 'oh, you caught us.' Schwichtenberg said they don't know what they are really going to do. The developer should do it right and the neighbors do not know what to believe.

Tasche asked if someone was available from the fire department because there were some issues at a previous meeting. Mayor Tipple said that a representative from the fire department is present.

Mayor Tipple closed the public hearing.

Lenz said there are two agenda items for this project. The first item is for the general development plan. The general development plan approved previously was much larger – there was a mix of units, and land that was not included in the original plan has since been annexed into the city. This item would be to bring the annexed portion into the plan, look at the density, and look at the mix of apartments. Duplexes were previously proposed and now they are all 12-unit buildings. Based on the information submitted to the City, all the units will be 2-bedroom units. A condition of the previous approval was to notify the neighborhood of any plan changes, which was done.

Lenz said the second item would be to consider the precise implementation plan. Both items would need to be approved in order for the project to move forward. Lenz said staff felt that the general development plan needed to be amended due to a change of mix and density. The precise implementation plan information in the packet is everything staff has received. From the staff report, he said the following items should still be reviewed, either by staff or the commission: grading plan, landscaping plan tied to grading, a schedule for excavation and earthwork, development agreements for utility work, building elevations, and trail connections. Lenz said that this should be provided and can be reviewed prior to sending to the Common Council. The petitioners would like to move forward, but he feels some of the details are on the light side.

Lindman said that he is not able to answer the question on the existing water pressure issues, but will review it. Lindman said that he would also look at the visibility issues on Northwestern Ave.

DeSantis said he would like to get confirmation on hydrant location and water supply on pressure on volume. DeSantis said he has a concern if the access road will be marked for fire lane and if the first half of the development will have both exits and entrances. A turn around will need to be provided if both entrances and exits are not completed with the first half of the development. Wood said that they still need data for the fire flows. It is the plan to have both roads right off the bat.

Gisselman said that would be more a concern for the precise implementation plan. Mayor Tipple confirmed this. Gisselman said that he opposed this earlier. If Phase I is approved, he feels that we would have to go along with Phase II. Northwestern Avenue is not meant for this level of development and he has issues with this type of population. Gisselman said that there have been 5" rains and this is a steep slope. Lindman said the stormwater plan will come through the city before the development can proceed and it will need to meet the DNR requirements. Lindman asked if a full blown design has been done. Wood said that pond has been designed to handle a 100-year storm event, but restrict it to a 10-year

storm. The water in the pond will be restricted for a certain time. A notice of intent will be needed from the DNR. The pond will need to be outside the wetland and will need to be buffered. The stormwater plan will also need to be reviewed by the DNR and City staff.

Atwell said he does not know the specific area and said the genuine issues should be answered. There should be some traffic information and other information about the bullet points on the staff report. Atwell said that at this time he is not comfortable approving the plan. The task of the commission is to review a proposed development and see if it fits within the regulations and safety, not if it is a good financial investment for the developer.

Lenz said that according to DOT traffic counts, there are about 3,000 cars per day on Northwestern Avenue. This is well below the threshold where we would consider increasing capacity; this is not to say that improvements to the existing road shouldn't be made.

Bohlken motioned to amend the General Development Plan at 2130, 2121, 2201, 2221, 2301 and 2305 Northwestern Avenue by adding 2221, 2301 and 2305 to the General Development Plan allowing for a total of 120 multifamily residential units. Atwell seconded, and the motion carried 4-1. This item will go to Common Council on December 8, 2015. Gisselman was the dissenting vote.

Discussion and possible action on approving the Precise Implementation Plan for 2201, 2221 and 2305 Northwestern Avenue to allow for Phase I of the multifamily residential development (60 units).

Bohlken motioned to approve the Precise Implementation Plan for 2201, 2221 and 2305 Northwestern Avenue to allow for Phase I of the multifamily residential development. Gisselman seconded.

The commission discussed if this should go to Common Council or come back to the commission in the future after more information is submitted. The motion and second were withdrawn.

Atwell motioned to table this item until more information is submitted to staff. Gisselman seconded and the motion carried 4-1. Gisselman was the dissenting vote.

Discussion and possible action on amending the General Development Plan and approving the Precise Implementation Plan at 1550 Westwood Drive to allow for a development of 80 multifamily residential units.

Lenz said that this project received general development plan approval. The plans have changed due to the discovery of additional wetlands. The new proposal is in the packet and would have 80 units, split between 8-unit and 4-unit buildings. There are some decisions to be made on stormwater management and utility expansion. Staff feels the project should move forward with the conditions that staff approve the stormwater plans and the City executes a developer agreement for the utilities.

John Donovan, S.C. Swiderski, said the plan has been reduced to 80 units because it was found that there are about 6.5 acres of wetlands. The plan is similar to the previous. The 4-unit buildings have been moved a bit. There will be attached garages with private entrances. The general plan was approved in May. On the landscape plan, the darker area will be grass and the lighter area will be seeded, but left natural. The lighter green area is where the sewer connections will be made.

DeSantis said that he has some concerns of getting in between the 8-unit buildings and backing out. The loop design would work fine. DeSantis asked for specs. Donovan said a cul-de-sac was part of the original plan. DeSantis said he will get contact information afterward. Donovan said they are looking at having internal utilities.

Hebert asked Donovan if the trail will be paved. Donovan said it will be hard-surfaced, not sure if it will be asphalt or concrete though. Hebert asked if a plan would be provided for parking lot lighting. Donovan said it is part of the landscaping plan. Lighting will be located in the dumpster area, on all garages, and all doorways.

Mayor Tipple asked DeSantis if he had any major red flags that would prevent this from proceeding. DeSantis said he did not.

Lindman asked if the city should maintain the utilities. Donovan said as of right now, it is submitted as private use utilities. It can be discussed. Lindman said he gets concerned with flushing and valve turning and DNR requirements.

Bohlken motioned to amend the General Development Plan and approve the Precise Implementation Plan at 1550 Westwood Drive to allow for a development of 80 multifamily residential units with condition that stormwater plans be approved by staff and that a developer agreement is signed for the utilities. Gisselman seconded, and the motion carried unanimously 5-0. This will go to Common Council on December 8.

Donovan asked if both items were approved. Mayor Tipple answered yes.

Discussion and possible action on amending the General Development Plan and approving the Precise Implementation Plan at 1901 North 10th Avenue to allow for an addition of 2 garage units and a small office building.

Lenz said that this item is for the Bos Creek Estates and is a proposal for an office building and two detached garages. All these buildings would be used for residents and operations of the complex. It will be internal to the site and not visible from city streets. Staff recommends approval as presented.

Gisselman motioned to amend the General Development Plan and approving the Precise Implementation Plan at 1901 North 10th Avenue to allow for an addition of 20 garage units and a small office building. Atwell seconded. The motion passed unanimously 5-0. It will go to Common Council on December 8, 2015.

Discussion and possible action on the 2015 MPO Bicycle and Pedestrian Plan.

Lenz said that the MPO has been undertaking an update to the Bicycle and Pedestiran Plan. The City adopted the first plan in 2009. CISM and Bicycle and Pedestrian Advisory Committee have recommended adoption of the plan, as well as the MPO. Lenz said this is a well-rounded comprehensive plan. Lenz highlighted some of the key points of the plan and the differences from the last plan. The City does have plenty high-stress streets. The plan makes recommendations on ways to improve streets. The plan is not a cost commitment. The City should be excited about this plan.

Atwell asked if it is proposed removing sharrows and replacing it with lanes, like Grand Avenue. They are invitations to get hit by a vehicle. Lenz said it isn't a commitment, but will be looked at during reconstruction. Atwell said there isn't a place for how to fund. Lindman said that they will review the plan when looking at reconstructing streets.

Atwell motioned to approve the 2015 MPO Bicycle and Pedestrian Plan. Bohlken seconded, and the motion carried unanimously 5-0. This item will go to Common Council on December 8, 2015.

Discuss sign zoning regulations and authorize a public hearing for potential zoning text changes.

Lenz said that in talks with the attorney's office, there have been recent court cases affecting the way cities should regulate signs. Ordinances should be reviewed in light of these cases. Any sign zoning regulations that are content-based should be looked at. Instead of regulating content, the signs should be regulated based on size, location, and physical features in order to avoid potential problems. A public hearing is required for text amendments to the zoning code. Staff would provide the committee with the actual text changes when the public hearing is scheduled.

Atwell motion to authorize a public hearing for potential zoning text changes. Bohlken seconded.

Bohlken asked if there have been any issues with signs regarding their content. Jacobson said that

political signs are allowed in residential areas, but not in commercial areas. Most of the issues are from political signs. It would be nice to have the political sign portion of the ordinance resolved prior to the next political season. Bohlken asked if there are any other sign issues. Hebert said that downtown zoning has content regulation. This is becoming more of a battle. It is a monumental task. Every community in the nation is struggling with this.

Atwell asked if sign clutter could be a reason. Jacobson and the commission discussed the Lamar signage. Atwell said the only way to control content would be to control the size. Hebert said that one of the items still allowed is on premise vs. off premise.

Gisselman said this first round would be for yard signs. Hebert said yes, political signs would need to be permitted on commercial property, but will not be allowed on public right-of-way. Jacobson said that right now an authorization for a public hearing is needed.

The motion carried unanimously 5-0.

Discussion and possible action on petition to vacate the alley abutting 215 East Thomas Street west to Emter Street.

Lenz said that this item originated in CISM. A public hearing was held last week with quite a bit of discussion. There was some confusion as some homeowners signed the petition, but then spoke against it at the hearing. The homeowners that objected to the petition were located east of the proposed alley vacation. The property owner closest to the proposal would not be able to exit onto the alley due to a telephone pole. Other property owners were concerned that they would not be able to access their back yards. Police and fire would not be able to go down the alley because they would not be able to turn around anywhere. The petitioner was in favor due to a parking lot and cars moving through the alley could cause a safety hazard. CISM voted against the petition. Plan Commission doesn't hold a public hearing, but the commission takes action.

Bohlken motioned to vacate the alley abutting 215 East Thomas Street west to Emter Street. Gisselman seconded.

Gisselman said that as a member of CISM, he voted against the item. There would be an undue burden and would create issues. Several homeowners use the alleyway to get to their garages. Gisselman said he will continue to oppose the petition and asked the commission to oppose this vacation.

The motion failed unanimously 0-5. This item will go to Common Council on November 24, 2015.

Discussion and possible action on petition to vacate a portion of the alley bounded by Prospect Avenue, Genrich Street, Dunbar Street, and Single Avenue.

Lenz said that this item also came from CISM. There was no opposition to this item. A colored photo in the packet shows that it is not an improved alley and there is a curb on Prospect Avenue so that it cannot be easily entered. This has been treated as private property. A tot lot would be constructed at this location. CISM approved the petition unanimously.

Mayor Tipple said the neighborhood group has been asking for a tot lot for many years and it would be good for the area.

Bohlken motioned to approve the petition to vacate a portion of the alley bounded by Prospect Avenue, Genrich Street, Dunbar Street, and Single Avenue. Atwell seconded, and the motion carried unanimously 5-0. This item will go to Common Council on November 24, 2015.

Discussion and possible action on petition to vacate a portion of 80th Avenue.

Lenz said that the former 80th Avenue is shown on the cross-hatched area. This area was reconstructed and will be turned over to the private property owners and will be used as a driveway. The first step is to vacate the portion of 80th Avenue.

Atwell motioned to approve the petition to vacate a portion of 80th Avenue. Gisselman seconded, and the motion carried unanimously 5-0. This item will go to Common Council on November 24, 2015.

Next meeting date and future agenda items for consideration.

The next meeting is scheduled for December 15, 2015. Lenz said that a meeting will be held on November 18 at 5:30 p.m. at the Dudley Tower for a session on the comprehensive plan. A presentation for the way-finding plan will be held at the Economic Development Committee on November 19 at 4:30 p.m.

Adjourn.

Gisselman motioned to adjourn. Bohlken seconded, and the motion carried unanimously 5-0. The meeting adjourned at 6:45 p.m.