

CITY OF WAUSAU
 407 GRANT STREET
 WAUSAU WI 54403-4783

AN ORDINANCE OF THE PLAN COMMISSION	
Amend Section 15.48.020, Definitions, and Section 23.34.060, Signs, of the <i>Wausau Municipal Code</i> to include “Sandwich board sign” and to allow projecting signs in the B-4 District and Create Section 23.34.030(C) and (D), Conditional uses.	
Committee/Commission Action:	Approved 4 - 2

FILE NO. 01-1227

Ordinance No. 61-5146

Introduced December 11, 2001

Council Action:	
Referred	
Reported Back	
Adopted	December 11, 2001
Denied	
Other:	

AN ORDINANCE

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

Section 1. That the following Sections of the *Wausau Municipal Code* shall be amended/created as follows:

Add (red text)
 Delete (————)

15.48.020 Definitions

(10) “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.

And renumber Definitions (1) through (16) to (1) through (17).

23.34.060 Signs. In the B-4 district, nonflashing business signs are permitted, subject to the following conditions:

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

(2) 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 major products or brands may be advertised or displayed on the aforementioned sign, such as “Bulova,” “Budweiser,” “Kodak,” and the like.

(3) Permitted projections.

(A) Wall signs;

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

(C) 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.

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

(i) The area of each projecting sign shall not exceed 12 square feet per sign face. Each projecting sign may have not more than two sign faces which shall be mounted back-to-back.

(ii) 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 (Sub-Paragraph (D)(vi)) be varied as part of the conditional use.

(iii) 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.

(iv) The bottom edge of any projecting sign shall be at least eight (8) 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 18 inches into the public air space above an ornamental roof.

(v) Projecting signs may be non-illuminated 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 18 inches from a building.

(vi) To avoid a cluttered appearance and to help ensure a high level of pedestrian visibility, projecting signs shall be spaced at least 25 feet apart unless a lesser distance is approved as a conditional use.

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

(5) Sandwich board sign. One sandwich board sign, as defined in Section 15.48.020, standing no more than four (4) feet high and with each sign face not exceeding eight (8) 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.)

(5)(6) Prohibited. (A) Marquee signs that project into the airspace over the public lands or way are prohibited except that the two theaters located on 4th Street may continue to use their marquees for signs. At such time as the nature or purpose of their business substantially changes from a cinema, they shall no longer advertise or place signs on their marquees.

~~(6) — Effective Date. All marquee and awning signs in violation of this section shall be removed: marquee, ninety days; awning, one hundred eighty days; after the effective date of this subsection.~~

23.34.030 Conditional uses

- (8) Signs.
 - (A) Signs in excess of thirty feet but less than fifty height in height from curb level;
 - (B) Awning/canopy signs in conformance with Section 23.34.060(3)(C) and Section 12.44.040(5);
 - (C) More than one projecting sign per building and projecting signs spaced closer than 25 feet apart;
 - (D) More than one sandwich board sign per zoning lot.

Section 2. The provisions of any part of the ordinance codified in these chapters are severable. If any provisions or subsections hereof or the application thereof to any person or circumstances is held invalid, the other provisions, subsections and applications of such ordinance to other persons shall not be affected thereby. It is declared to be the intent of the ordinance codified in these chapters that the same would have been adopted had such invalid provisions, if any, not been included herein.

Section 3. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 4. This ordinance shall be in full force and effect from and after its date of publication.

Adopted: December 11, 2001

Approved:

Linda Lawrence, Mayor

Attest:

Kelly Michaels-Saager, Clerk