



# MEMO

## COMMUNITY ENRICHMENT & RECREATION

To: Health and Recreation Committee

From: Terri Vosters, Community Enrichment & Recreation Director  
John Neumeier, Director of Public Works/City Engineer

Date: 6/16/2025

Re: Request for Advertising Sign at Dog Park

### Background information:

A new request for an advertising sign has been submitted by CO4 Workspace for their café. A draft of the sign is included on this memo. The city dog park is one noted park where advertising is allowed and currently exists. Staff is seeking approval of the new proposed sign and approval of an updated fee/policy. The original proposal in the early 2000's was 4 years for \$400 for a 32" x 48" sign. The current municipal code is also included for reference.



**17.24(6) Permitted accessory signs.** Identification, informational, or directional signs erected by public or semipublic agencies or entities in connection with permissible principal uses and

structures or for other public purposes. No sign shall be erected within ten feet of any side or rear lot line.

- a. *Permitted advertisement signs.* Temporary signs placed or arranged upon the inside of fences of athletic fields within parks or inside of any dog walking park may be permitted by the health and recreation committee of the common council with conditions thereon as it finds necessary and appropriate to promote public health, safety and welfare, including, but not limited to:
  - 1) Placement of signage shall be such that its message is visible only to persons within the park, not passersby, and, in the case of a fence enclosing an athletic field within a park, only to persons within the athletic field and not other park users.
  - 2) Signage shall not be placed at points of ingress and egress to the park or athletic field.
  - 3) Permittee must be a not-for-profit group using the area to be signed.
  - 4) Any single sign shall not exceed 32 square feet in area.
  - 5) The term or duration of such permitted use shall be stated.
  - 6) The sign content shall be appropriate considering the permittee group.
  - 7) The sign, as installed, shall not compromise the structural integrity of a fence or wall on which it is placed.
  - 8) No view obstruction for traffic shall result from any sign.

The Kaukauna Dog park is zoned Industrial (IND) and the provisions for permitted advertisement signs is applied only to the Institution district (IT) To provide for clarity moving forward staff would like to remove the permitted advertisement signs from the IT district and place it into the general sign provisions with language to state this only applies to public parks with the specifics as currently delineated in 17.24(6)a that pertain to the process, location/areas this may be allowed. This would allow for the ordinance to be consistent with current operations.

### **Strategic Plan:**

Financial Responsibility - Manage the resources available in a responsible way to provide services and amenities that enrich our community.

Create a vibrant economy for all who live, work, and play in Kaukauna.

### **Budget:**

Advertising revenue at the park can help fund operations and upgrades.

**Staff Recommended Action:**

- 1) Direct staff to use the following conditions for advertising signs at parks with any updates discussed for this request and return with recommendations for changes to ordinance and written policy at a future meeting:
  - a. Advertising signs must be approved by the Health and Recreation Committee and must meet applicable requirements.
  - b. Advertising signs will be ordered, installed, maintained, and removed by the City.
  - c. A typical 32"x48" sign will be \$1,000 for a 5-year term from the installation date.
  - d. At the end of the 5-year term, the City will evaluate condition of the sign and contact the sponsor with options to extend or renew an agreement.
  - e. Any cost for repair or replacement of the sign within the 5-year term will be paid by the City.
- 2) Approve the request for an advertising sign for CO4 Workspace for the Kaukauna Dog Park using the noted conditions.