

NOTICE OF PUBLIC HEARING

In compliance with Wis. Admin. § NR 116.05(4) & Wis. Admin. § NR 116.21(6), notice is hereby given by the Common Council of the City of Watertown, Wisconsin, that a public hearing will be held on the 1st day of August 2023 in the Council Chambers of the Municipal Building, 106 Jones Street, Watertown, Wisconsin at 7:00 P.M., or shortly thereafter, for the amending of Chapter 550, Zoning Code. The proposed amendments will be as follows:

- 1) Amend Sections 550-131.1A(2) & §550-131.1A(3)(a) to clarify the number of electronic message signs allowed per site and the size of electronic message sign allowed.
- 2) Amend Section §550-132 – Table 550-132A(1) to clarify the amendments in the table.

A copy of the proposed amendments are on file at the City Clerk's Office for review 8:00 a.m. to 4:30 p.m., Monday through Friday.

All persons wishing to be heard are invited to be present. Written comments may be submitted to City Clerk Megan Dunneisen, 106 Jones Street, Watertown, WI 53094.

CITY OF WATERTOWN
Brian Zirbes
Zoning & Floodplain Administrator

BZ/nmz

PUBLISH:

July 18, 2023
and
July 25, 2023

(BLOCK AD)

Amendment #1: Amend Sections §550-131.1A(2) & § 550-131.1A(3)(a) to read:

§ 550-131.1 Electronic message signs.

A. Electronic message sign. A type of sign that displays a message which may be changed electronically to provide different information, and which includes computer signs, electronic reader boards, video screens, LCD signs, electronic time and temperature signs, and other signs with electronically-controlled changing or moving displays.

(1) Electronic message signs shall be permitted only with a nonresidential land use.

(2) ~~No more than one electronic message sign shall be permitted per site.~~ The number of permitted electronic message signs shall be in accordance with § 550-132 Permitted Sign Rules.

(3) Electronic message signs may be integrated into the design of the following sign types:
monument signs, wall signs, or drive-through signs.

~~(a) Drive-through signs: no more than 33% of a sign's actual area shall contain an electronic message sign.~~

~~(b)~~ (a) Electronic message signs shall count toward the site's maximum permitted signage.

Amendment #2: Amend Section § 550-132 - Table 550-132A(1) to read:

Table 550-132A(1): Permanent Sign Group ¹								
D. Permanent Changeable Sign Category:*						Sign Area and Height Maximums for Zoning Districts		
Sign Categories and Sign Types	Sign Permit Needed	Number of Signs Allowed	Sign Area Formula (each side)	Sign Location Requirements	Sign Lighting Allowed	ER, CR, SR, TR	MR, SNR, RH, NO, NB	PO, PB, GB, CB, PI, GI, HI
1. Wall- M ounted C hangeable S ign	Sign permit required for each new sign.	Limit of 1 permanent Wall-Mounted C hangeable S ign for each tenant.	None needed. Use max area limit.	On-building. Maximum 4 inches from wall.	Ambient only	Not allowed.	8 feet maximum area per sign.	
2. Freestanding C hangeable S ign		Limit of 1 permanent Freestanding Changeable Sign for each tenant unless used in conjunction with a Drive- Through. Drive-Through use limit of 1 permanent Freestanding Changeable Sign per Drive- Through lane.		Freestanding. Within 10 feet of public entrance. When used in conjunction with a Drive- Through per C.U.P.	Standard		8 feet maximum height per sign. 12 15 square feet maximum area per sign. 8 feet maximum height per sign.	
3. Drive- T hrough S ign		Limit of 1 Drive-Through Sign per Drive- Through lane.		Per C.U.P.		Not allowed.		24 40 square feet maximum area per sign. 8 feet maximum height per sign.