

**ORDINANCE TO
AMEND CHAPTER 550: ZONING CODE, THROUGH THE ADDITION
OF LANGUAGE TO SECTION § 550-131.1A(8), ELECTRONIC MESSAGE
CENTER SETBACKS**

**SPONSOR: MAYOR McFARLAND, CHAIR
FROM: PLAN COMMISSION**

WHEREAS, the City of Watertown has adopted a Zoning Code authorizing regulations within the corporate limits of the City of Watertown until expressly altered by the City Council, and

WHEREAS, the Plan Commission has reviewed and recommended approval of a Zoning Ordinance Amendment following a public hearing held before the Common Council on October 4, 2022; and

NOW THEREFORE, THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Creation of Section § 550-131.1 A (8)(a) to read as follows:

* * *

8) *In addition to the setback requirements of this chapter, no electronic message sign shall be located within 100 feet of any parcel within a residential zoning district.*

(a) Exception. Backlit or internally luminated signs may be replaced with an electronic message center that meets standards of Section § 550-131.1A.

[1] The electronic message center's square footage shall not exceed an additional 10 percent of the original backlit or internally illuminated sign's square footage.

[2] This exception shall not apply to signs in historic and special districts under Section § 550-132B.

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SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

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|--------------------|-------------------|-----------|-------------------|-----------|
| <i>DATE:</i> | <i>10/18/2022</i> | | <i>11/01/2022</i> | |
| <i>READING:</i> | <i>1ST</i> | | <i>2ND</i> | |
| | <i>YES</i> | <i>NO</i> | <i>YES</i> | <i>NO</i> |
| DAVIS | | | | |
| LAMPE | | | | |
| RUETTEN | | | | |
| BARTZ | | | | |
| LICHT | | | | |
| SMITH | | | | |
| SCHMID | | | | |
| WETZEL | | | | |
| ROMLEIN | | | | |
| MAYOR MCFARLAND | | | | |
| <i>TOTAL</i> | | | | |

ADOPTED November 01, 2022

CITY CLERK

APPROVED November 01, 2022

MAYOR