

**AN ORDINANCE
TO AMEND CHAPTER 550: ZONING CODE, THROUGH THE REMOVAL & ADDITION
OF LANGUAGE TO SECTIONS § 550-131.1A(2), § 550-131.1A(3)(a), and § 550-132
Table 550-132A(1)**

**SPONSOR: MAYOR MCFARLAND, CHAIR
FROM: PLAN COMMISSION WITH POSITIVE RECOMMENDATION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS
FOLLOWS:

SECTION 1. Amend Section § 550-131.1A(2) through removal and addition of language:

* * *

(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.

* * *

SECTION 2. Amend Section § 550-131.1A(3)(a) through removal of language:

* * *

~~(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.*

* * *

SECTION 3. Amend Section § 550-132 Table 550-132A(1) through removal and
addition of language:

* * *

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- <u>M</u> ounted <u>C</u> hangeable <u>S</u> ign	Sign permit required for each	Limit of 1 permanent <u>W</u> all- <u>M</u> ounted <u>C</u> hangeable	None needed. Use max area limit.	On-building. Maximum 4 inches from wall.	Ambient only	Not allowed.	8 feet maximum area per sign.	

	new sign.	<u>Sign for each tenant.</u>					
2. Freestanding <u>C</u> hangeable <u>S</u> ign		<u>Limit of 1 permanent Freestanding Changeable Sign for each tenant unless used in conjunction with a Drive- Through.</u> <u>Drive- Through use limit of 1 permanent Freestanding Changeable Sign per Drive- Through lane.</u>		Freestanding. Within 10 feet of public entrance. <u>When used in conjunction with a Drive- Through per C.U.P.</u>	<u>Standard</u>		8 feet maximum height per sign. 12 <u>15</u> square feet maximum area per sign. <u>8 feet maximum height per sign.</u>
3. Drive- <u>T</u> hrough <u>S</u> ign		<u>Limit of 1 Drive- Through Sign per Drive- Through lane.</u>		Per C.U.P.		Not allowed.	24 <u>40</u> square feet maximum area per sign. 8 feet maximum height per sign.

SECTION 4. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 5. This ordinance shall take effect and be in force the day after its passage and publication.

<i>DATE:</i>	<i>September 5, 2023</i>		<i>September 19, 2023</i>	
<i>READING:</i>	<i>1ST</i>		<i>2ND</i>	
	<i>YES</i>	<i>NO</i>	<i>YES</i>	<i>NO</i>
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
<i>TOTAL</i>				

ADOPTED September 19, 2023

CITY CLERK

APPROVED September 19, 2023

MAYOR