

Amend Section § 550-131.1A(8) – Electronic Message Center Setbacks

Background:

Currently there are several pre-existing backlit and/or internally illuminated signs that are found throughout the City of Watertown. These signs often abut residentially zoned properties and are associated with Institutional Land Uses, especially changeable copy signs. These signs and the proposed allowance to Electronic Message Centers must meet the exterior lighting performance standard.

Relevant Information:

The following information has been identified by the City of Watertown Zoning & Floodplain Administrator as pertinent to this action:

1. Current Section § 550-131.1A(8) language:

(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.

2. See attached ordinance

Options:

These are the following options, but not limited to, for the Plan Commission based on the information received by the City of Watertown Zoning & Floodplain Administrator:

1. Postpone the recommendation of the proposed ordinance to a later date.
2. Negative recommendation of the proposed ordinance to the Common Council.
3. Positive recommendation of the proposed ordinance to the Common Council.
4. Positive recommendation of the proposed ordinance to the Common Council with conditions or amendments identified by the Plan Commission.