

Initial Review - 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. Proposed 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.

(a) Exception. Backlit or internally lit signs existing prior to the adoption of the Sign Code on December 12, 2021 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.

3. Set public hearing date to October 4, 2022

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 public hearing to a later date
2. Set public hearing date to October 4, 2022