



CITY OF APPLETON

MEMORANDUM

Date: August 13, 2025
To: City Plan Commission
From: Lindsey Smith, Principal Planner & Darrin Glad, Assistant City Attorney
Subject: Informational Presentation of Draft Municipal Code Text Amendments – Chapter 23 Zoning: Article XIV. Signs

PURPOSE OF MUNICIPAL CODE TEXT AMENDMENTS

Periodic revisions to the Municipal Code are essential to maintain consistency with the Wisconsin State Statutes including Section 62.23(7) Zoning and recent federal court decisions after *Reed v. Town of Gilbert*, 576 U.S. 155 (2015).

GENERAL INFORMATION

The City Attorney's Office and Community Development Department Planning staff collaborated with the Inspections Division on the proposed draft Chapter 23 Zoning text amendments.

The proposed text amendments include:

- Removed, reworded, and added definitions to be content neutral.
 - Remove duplication of standards found elsewhere in the Municipal Code or policies (Public Art Policy & Signs in the Right-of-Way).
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PROPOSED DRAFT TEXT AMENDMENTS

The text recommended to be added is underlined. The text recommended for deletion is identified by ~~strikethrough~~.

RECOMMENDATION

Based upon the above analysis, staff recommend the Plan Commission review the draft Municipal Code text amendments included in this report, discuss and receive public input on the proposed changes, and direct staff to make any revisions and prepare the necessary public hearing notices for the proposed text amendments to Chapter 23 Zoning.

NOTE: Chapter 23 Zoning text amendments initiated by Plan Commission will be processed in accordance with Section 23-65(c), Zoning Text Amendments. This process would include future review and action by Plan Commission (after public hearing), as well as review and action by Common Council.