



CITY OF APPLETON

MEMORANDUM

Date: September 24, 2025
To: City Plan Commission
From: Lindsey Smith, Principal Planner & Darrin Glad, Assistant City Attorney
Subject: Public Hearing for Draft Municipal Code Text Amendments – Chapter 23 Zoning: Article XIV. Signs

BACKGROUND

August 13, 2025 – Staff presented the draft sign code amendments to the Plan Commission.

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

Staff recommends the proposed text amendments to Chapter 23 Zoning of the Municipal Code Article XIV. Signs, **BE APPROVED**.