

NOTICE OF PUBLIC HEARING
OF THE
APPLETON CITY PLAN COMMISSION

NOTICE IS HEREBY GIVEN of an Informal Public Hearing to be held before the Common Council in Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, on Wednesday, January 7, 2015, at 7:00 P.M., or as soon thereafter as can be heard, for the purpose of the following proposed text amendments to Chapter 23 of the Zoning Ordinance:

Article XIV Signs of Chapter 23 Zoning Ordinance

A copy of the proposed text amendments to Chapter 23 of the Zoning Ordinance is available in the Appleton Community and Economic Development Department or the Office of the City Clerk from 8:00 a.m. until 4:30 p.m., Monday through Friday.

All persons interested are invited to attend this meeting and will be given an opportunity to be heard.

Any questions regarding the proposed text amendment to Chapter 23 Zoning Ordinance of the Municipal Code should be directed to the Community Development Department at 832-6468.

December 18, 2014

DAWN A. COLLINS
City Clerk

RUN: December 20, 2014
December 23, 2014

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES WILL BE MADE UPON REQUEST AND IF FEASIBLE.

Proposed Text Amendments

The proposed text to be added within the ordinance will be underlined. Deleted text will be shown in ~~strike through~~. Staff commentary will be identified in *italics* to provide insight regarding that specific amendment/change.

The proposed revisions to Article XIV Signs., with narrative, are as follows:

Sec. 23-504. Definitions and interpretation.

Ghost sign means a hand painted wall sign that existed on a building wall on or before January 22, 2000, and is still present on the wall, indicating a previous use of the building, or advertising a product or activities of the community.

Mural means a wall sign that is a work of graphic art painted or applied to building walls.

Painted wall sign means a wall sign or mural, hand-painted or drawn directly on the exterior wall surface of a building.

Party wall means a wall without openings located on a lot line between adjacent buildings

Wall area means the vertical exterior wall surface of a building, not including the area of a party wall, consisting of the solid portion that forms the sides of the building envelope, including walls, doors, and window area, that is not the roof or floor.

~~*Wall area* means that portion of a building that is parallel or nearly parallel to the abutting street.~~

DIVISION 3. GENERAL PROVISIONS

Sec. 23-505. Prohibited signs.

All signs not expressly permitted or exempt under this article are prohibited in any location in the City. Prohibited signs include, but are not limited to:

~~(e) — Painted signs directly on building walls.~~

~~(f) (e)~~ Roof signs.

~~(g) (f)~~ A sign or advertising device attached to or painted onto a parked vehicle or trailer and being used as an on-premises or off-premises sign.

~~(h) (g)~~ Signs, handbills, posters, notices or similar attention gathering devices posted or affixed on traffic control boxes, traffic signs, utility poles, traffic control support structures or otherwise in the public right-of-way.

~~(i) (h)~~ Signs marked, tacked or otherwise affixed to trees or other vegetation.

⊕ (i) Signs containing statements, words, or pictures of an obscene or pornographic nature.

⊕ (j) Signs which purport to be, or are an imitation of, or resemble an official traffic sign or signal, or which bear the words “stop”, “caution”, “warning”, or similar words and/or colors normally associated with official signs.

⊕ (k) Swinging signs.

⊕ (l) Umbrellas with advertising copy.

Sec. 23-523. Sign face calculation.

(c) **Wall sign calculation.** For purposes of maximum area for wall signs, this calculation shall include awning, marquee, canopy, permanent window and projecting signs.

(1) In the P-I, C-O, C-1, C-2, and CBD zoning districts, the maximum area of wall signage shall be calculated as follows:

a. For each building wall with street frontage, thirty-five percent (35%) of the building wall area or three hundred fifty (350) square feet, whichever is less.

~~b. For each wall without street frontage, fifteen percent (15%) of the building wall or one hundred fifty (150) square feet whichever is less.~~

Sec. 23-529. Design standard exceptions.

(h) Ghost Sign. Ghost signs that existed on a building wall prior to January 22, 2000, as on file with the Inspections Division, still present on the wall, are exempt from these requirements and deemed conforming. Ghost signs may be maintained, restored and repainted but no size alterations, new information or images may be added to the existing sign. Prior to a permit being issued for restoration of a ghost sign, documentation of the sign’s existence shall be provided to the Inspections Supervisor. This may include photographs or permits originally issued for the sign.

Table 23-14A. Area, Height, and Number of Individual Signs by Zoning District.

Sign Type	AG	R1A, R1B, R-1C & R2	R-3, NC	P-I & C-O	C-1 & C-2	CBD	M-1	M-2
<i>Ground</i>								
Area (sq. ft) ^a	-	-	-	150	150	150	150	150
Height (feet) ^b	-	-	-	28	28	28	28	28
Number Permitted ^{c, d}	-	-	-	1	1	1	1	1
<i>Building</i>								

Wall sign area street (whichever is less)	-	-	-	350 or 35%	350 or 35%	350 or 35%	10%	10%
Wall area — non street (whichever is less)	-	-	-	150 or 15%	150 or 15%	150 or 15%	10%	10%
Portable sign ^e	-	-	-	4x8	4x8	4x8	4x8	4x8
Temporary sign ^f	-	-	-	2½ x 3½	2½ x 3½	2½ x 3½	2½ x 3½	2½ x 3½

- a. In residential zones, signs are permitted for specific uses identified in §23-508. The area of a ground sign may increase in size, according to exceptions allowed in §23-529.
- b. In residential zones, signs are permitted for specific uses identified in §23-508. The height of ground signs may increase in size, according to exceptions allowed in §23-529.
- c. In residential zones, signs are permitted for specific uses identified in §23-508.
- d. More than one (1) sign may be allowed per lot, subject to §23-522 and §23-529.
- e. Portable signs are allowed for one hundred twenty (120) days total per year.
- f. Temporary signs are allowed one per street frontage in setback, unlimited on balance.