



**VILLAGE OF WESTON, MARATHON COUNTY, WISCONSIN**

**ORDINANCE NO. 16-027**

**AN ORDINANCE AMENDING SECTION 94.13.07(7) (b)1. and (c) 1. OF THE ZONING ORDINANCE RELATING TO ON-BUILDING SIGN (WALL, AWNING, MARQUEE, OR PROJECTING SIGN) IN THE INT INSTITUTIONAL AND B-1 NEIGHBORHOOD BUSINESS DISTRICTS; AND B-2 HIGHWAY BUSINESS, B-3 GENERAL BUSINESS, BP BUSINESS PARK, AND I INDUSTRIAL DISTRICTS; AND AMENDING THE SAME IN FIGURE 13.07: SUMMARY OF MAXIMUM DIMENSIONS AND NUMBER OF ON-PREMISE BUSINESS SIGNS (FOR NON-RESIDENTIAL, AGRICULTURAL, AND PR DISTRICTS—SEE SECTION 94.13.05 FOR RESIDENTIAL AND RR DISTRICT STANDARDS).**

WHEREAS, the Village of Weston is authorized to prepare, amend and adopt a zoning ordinance under Wis. Stats. §§ 62.23 and 61.35; and

WHEREAS, the Village adopted a new Chapter 94 in March 2015, to serve as the Village's general zoning ordinance and the Village's extraterritorial zoning ordinance for the portions of the Town of Weston defined as the extraterritorial zoning area; and

WHEREAS, Village Staff has requested an amendment to the zoning ordinance to remove the maximum on-building sign area allowed per signable wall in the INT, B-1, B2, B-3, BP, LI and GI zoning districts; and

WHEREAS, the Plan Commission has recommended enactment of the Zoning Ordinance amendments set forth below, for applicability within the Village limits; and

WHEREAS, the Joint Town and Village Extraterritorial Zoning Committee has recommended enactment of the Zoning Ordinance amendments set forth below, for applicability within the Extraterritorial Zoning limits of the Town of Weston; and

WHEREAS, the Joint Village and Town of Weston Extraterritorial Zoning Committee and Village Plan Commission have held a joint public hearing on this ordinance on May 9, 2016, in compliance with Wis. Stat. § 62.23, and following such hearing the Board considered public comments and the recommendation of the Village Plan Commission and Joint Village and Town of Weston Extraterritorial Zoning Committee; and

WHEREAS, the Village Board finds the proposed amendment is reasonable, consistent with the Village Comprehensive Plan, and in the public interest;

NOW, THEREFORE, the Village Board of Weston, Marathon County, Wisconsin, do ordain as follows:

**SECTION 1:** Section 94.13.07(7)(b)1. and (c)1. of the Village of Weston Zoning Ordinance relating to On-Building Sign (wall, awning, marquee, or projecting sign) in the INT Institutional and B-1

Neighborhood Business Districts and B-2 Highway Business, B-3 General Business, BP Business Park, and I Industrial Districts is hereby amended to provide as follows:

**Section 94.13.07: Regulations for Non-Residential, Agricultural, PR, and N Zoning Districts**

**(7) On-Premise Business Signs. (also see summary in Figure 13.07)**

**(b) For the INT Institutional and B-1 Neighborhood Business Districts.**

1. Permitted Sign Type: On-Building Sign (Wall, Awning, Marquee, or Projecting sign)
  - a. Maximum Permitted Area: 1 square foot of on-building sign area per 1 linear foot of exterior length of each signable wall, ~~up to a maximum 50 square feet per signable wall.~~ For buildings with multiple tenants, the building owner(s) shall be responsible for assignment of allowable sign area to individual businesses within the building.
  - b. Maximum Permitted Number. 1 on-building sign per signable wall per business.
  - c. Permitted Location: On any signable wall visible from a public street, except signable walls which are adjacent to a residentially zoned property. On-building signs shall not be located on any portion of upper stories. Sign placement shall be integrated with, and not cover, architectural elements and details.

**(c) For the B-2 Highway Business, B-3 General Business, BP Business Park, and I Industrial Districts.**

1. Permitted Sign Type: On-Building Sign (Wall, Marquee, or Awning sign).
  - a. Maximum Permitted Area per Sign: One square foot of on-building sign area for every one linear foot of signable wall length (for the subject wall), ~~not to exceed a maximum total sign area of 200 square feet per signable wall.~~ For buildings with multiple tenants, the owner(s) shall be responsible for assignment of allowable sign area to individual businesses within the building.
  - b. Maximum Permitted Number: One on-building sign per signable wall per individual business or establishment on the lot.
  - c. Permitted Location: On any signable wall that is visible from a public street, except signable walls that are adjacent to a residentially zoned property.

Figure 13.07 of the Village of Weston Zoning Ordinance relating to *SUMMARY of Maximum Dimensions and Number of On-Premise Business Signs (For Non-Residential, Agricultural, and PR Districts—See Section 94.13.05 for Residential and RR District Standards)* is hereby amended to provide as follows:

**Figure 13.07: SUMMARY of Maximum Dimensions and Number of On-Premise Business Signs (For Non-Residential, Agricultural, and PR Districts—See Section 94.13.05 for Residential and RR District Standards)**

Zoning District	Maximum Sign Area and Height		Maximum Number of Signs
	On-Building	Freestanding	
FP AR PR	Wall only: 48 SF	Monument or Arm-post only:  Maximum Area: 48 SF Maximum Height: 8 ft	1 on-building sign and freestanding sign per lot

**Figure 13.07: SUMMARY of Maximum Dimensions and Number of On-Premise Business Signs  
(For Non-Residential, Agricultural, and PR Districts—See Section 94.13.05 for Residential and RR  
District Standards)**

Zoning District	Maximum Sign Area and Height		Maximum Number of Signs
	On-Building	Freestanding	
INT B-1	Wall, Awning, or Projecting:  1 SF of sign area per linear foot of wall length on that wall, <del>up to a maximum of 50 SF per business per signable wall</del>	Monument, Pylon, or Arm/post:  Maximum Area: 48 SF (64 SF by CUP)  Maximum Height: 8 ft (20 ft by CUP)	1 on-building wall sign per signable wall per business  1 monument or arm/post sign per lot
B-2 B-3 BP LI GI	Wall, Awning, or Projecting:  1 SF of sign area per linear foot of exterior wall length on that wall, <del>up to a maximum of 200 SF total per signable wall</del>	Monument or Pylon:  Maximum Area: 64 SF (200 SF if within 660 feet of Interstate or Highway 29)  Maximum Height: 20 ft (40 ft if within 660 feet of Interstate or Highway 29)	2 on-building signs per signable wall per business  1 pylon or monument sign per lot; 2 for lots with more than one street frontage where each frontage is at least 200 ft
NOTE: This table is only a summary of the sign regulations applicable to nonresidential uses. Section 94.13.07 contains more specific requirements, including allowances for other signs in these districts such as group development signs and sign setbacks. In the event of any conflict, the text in Section 94.13.07 controls.			

**SECTION 2:** The amendment effectuated by this Ordinance shall apply within the municipal limits of the Village and within its extraterritorial zoning jurisdiction in the Town of Weston.

**SECTION 3: SEVERABILITY.** If any section, clause, provision, or portion of this Ordinance is adjudged unconstitutional or invalid by a court of competent jurisdiction, the remainder of this Ordinance shall not be affected thereby. If an application of this Ordinance to a particular structure, land, or water is adjudged unconstitutional or invalid by a court of competent jurisdiction, such judgment shall not be applicable to any other structure, land, or water not specifically included in said judgment. If any requirement or limitation attached to an authorization given under this Ordinance is found invalid, it shall be presumed that the authorization would not have been granted without the requirement or limitation and, therefore, said authorization shall also be invalid. Any other ordinances whose terms are in conflict with the provisions of this ordinance are hereby repealed as to those terms that conflict.

**SECTION 4: EFFECTIVE DATE.** This ordinance shall take effect upon approval and publication.

Dated the 16<sup>th</sup> of May, 2016

WESTON VILLAGE BOARD

By: \_\_\_\_\_  
Barbara Ermeling, its President

Attest:

\_\_\_\_\_  
Sherry Weinkauf, its Clerk

APPROVED: \_\_\_\_\_

PUBLISHED: \_\_\_\_\_

DRAFT