

CHAPTER 27
Signs and Outdoor Advertising

27.05 Billboard Signs (Am. #1-19)

(Repealed #42-07) (Am. #1-19)

- (1) **Permit Required.** No Billboard Sign may be erected or placed unless a Billboard Sign Permit has been issued by the City Planner. Face changes to Billboard Signs shall be allowed without obtaining a new permit as long as the Sign Area is unchanged.
- (2) **Permit Application Procedure.**
 - (a) All applications for a Billboard Sign permit shall be made on a form furnished by the Department. One application form is required per Billboard Sign.
 - (b) Application for the permit shall include (i) a scale drawing, (ii) a scale plot plan showing sign location and relevant sign features.
 - (c) Permit applications shall be accompanied by a non-refundable fee as shown in the fee schedule published by the Department and amended from time to time.
 - (d) Permits may be granted subject to conditions as deemed necessary in the City Planner's discretion to adhere to the policy and purpose of this Chapter.
- (3) **Bases for Application Denial.** Permit applications shall be granted unless, in the sole discretion of the City Planner:
 - (a) The permit application is not complete, does not otherwise comply with the requirements of this Chapter, or is not accompanied by the required fee.
 - (b) The permit application indicates that the proposed Billboard Sign would not comply with this Chapter.
 - (c) The Billboard Sign would be aesthetically incompatible with the character of buildings, other structures, or the surroundings on or adjacent to its site.
 - (d) The Billboard Sign would obstruct any views of scenic or historic importance.
 - (e) The Billboard Sign would create an unreasonable restriction of light, air, or view from nearby windows.

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- (f) The Billboard Sign would interfere with neighboring permitted uses such as solar panels, antennas, etc.
 - (g) The Billboard Sign would otherwise adversely impact the health, safety, morals, or general welfare of the public.
- (4) **Billboard Sign Regulations.**
- (a) **No Area Limitations.** Billboard Signs, where permitted, shall be exempt from the Sign Area limitations for the Premises on which the sign is located but shall be subject to the design and maintenance standards in §27.03(6).
 - (b) **Limit of Number of Billboard Signs in City.** At no time shall the total number of Billboard Signs located in the City of Waukesha exceed 10.
 - (c) **Permitted Zoning Areas.** Billboard signs are permitted in M-1, M-2, M-3, MM-1, and B-5 zoned areas only. No Billboard Sign may be placed on a street having a speed limit of less than 45 miles per hour. Electronically-illuminated billboards shall not be located within 500 feet of an intersection. All other billboards signs shall not be located within 400 feet of an intersection.
 - (d) **Spacing Between Billboard Signs.** No Billboard Sign shall be permitted within 800 feet of another Billboard Sign on the same side of any one street.
 - (e) **Electrical Permits Required.** Where Billboard Signs are illuminated, a separate electrical permit shall be obtained as required by the electrical code.
 - (f) **Electronic Displays.** Electronically-illuminated Billboard Signs shall not utilize visual effects such as flashing, moving images or letters, or alternating images. Messages or images may change no faster than every 8 seconds and the change must be made in one-half second or less. The electronic display portion of the Billboard Sign may not exceed 500 nits in design luminance at night or 3000 nits in design luminance during daylight hours, but in no case may illumination from the Billboard Sign exceed the standard in Municipal Code §22.59(1)(c).
 - (g) **Sign Area Limit, Setback from Property Line.** Billboard Signs shall not exceed 24 feet in height or 336 square feet in Sign Area, and shall not be located within 25 feet of a property boundary.
 - (h) **Location Restrictions.** Billboard Signs shall not be visible from any lot in a residential district or from any permitted residential unit; shall not

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located within 500 feet of the nearest boundary line of any residential lot if the sign is an electronically-illuminated Billboard Sign; and shall not be located within 400 feet from the nearest boundary line of any residential lot for all other Billboard Signs. A permit issued for a Billboard Sign shall not create any vested right or interest, and Billboard Signs shall be removed if neighboring development causes the Billboard Sign no longer to be compliant with this subsection.