



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WEDNESDAY, NOVEMBER 01, 2023 AT 4:15 PM

WATERTOWN CHAMBER OF COMMERCE - 519 E. MAIN STREET WATERTOWN, WI 53094

1. Call to order

2. Review and approval of minutes

[A.](#) Town Square Programming minutes from September 18, 2023

3. Review and approval of financial reports

[A.](#) Approve Financial Report of August

4. Citizens to be heard

Each individual who requests to address the Council will be permitted up to three minutes for their comments.

5. Business

[A.](#) Discuss and Approve: final reservation packet

B. Discuss and approve: potential groups exempt from fees

[C.](#) Discuss: event banners in BFTS

D. Discuss: booking priorities from year to year

E. Discuss: winter programming ideas from members

6. Event Coordinator's report

[A.](#) Event Coordinators Report

7. Adjournment

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only

Bentzin Family Town Square COMMISSION

MINUTES

Monday, September 18, 2023

1. Call to order

The Bentzin Family Town Square Commission in person on September 18, 2023. The meeting was called to order by Brian Konz. Members present were: Melissa Lampe, David Zimmerman, Dan Bartz, Brian Konz, Bonnie Hertel, Robin Kauffman
Also present were: Kristine Butteris, Stephanie Juhl.

2. Review and approval of minutes:

Melissa made motion to approve. Dan seconded. So moved.

3. Review and approval of financial reports

Robin made motion to approve financial report. Bonnie seconded. So moved.

4. Citizens to be heard

No one present

5. Business

a. Review and discuss duties of the commission and possible subcommittees.

Fundraising and Programming were mentioned. Robin thinks we can get the programming done in each meeting so no need for subcommittee. Melissa would like to focus a bit more on program-based meetings.

b. Review and approve: BFTS Reservation Packet:

Lots of discussion on what to charge food and beer vendors, as well as discussion on insurance being a burden for many reservations.

Bonnie mentioned city to purchase a refrigerated cooler for beer sales next summer.

Motion was made by Melissa that any activities occurring in the BFTS that will occupy the space for more than two hours would be subject to a park rental fee. All activities under two hours will not be charged a rental fee. However, If equipment is needed the applicant will be subject to the equipment rental fees. Fees: \$100 resident / \$150 Non-Resident. This includes non-profits. Robin seconded. Dan added we should make the deposit the same as the rental fee and no refunds. Rain or shine.

c. Discuss and take possible action to move forward with the maintenance contract for Theder Landscaping

Melissa motioned to accept the contract at \$1000/mo. for 14 months. Plants and mulch are extra. Dan seconded.

d. Discuss and approve next meeting time and date

Bonnie motioned 4:15pm on the 1st Wednesday of the month at the Chamber office so that Katie can attend.

6. Event Coordinator's Report:
***Review and discuss report.**

7. Adjournment – Next meeting date September 18, 2023

Brian motioned to adjourn the meeting. Bonnie 1st, Melissa seconded. All approved.

CITY OF WATERTOWN

Budget Worksheet - Revenue Expense with Remaining Balance

Page: 74

Period: 08/23

Oct 16, 2023 11:25AM

Account Number	Account Title	2023-23 Current Period Actual	2023 Current year Actual	2023 Current year Budget	Remaining Balance	% Collected Expended
TOWN SQUARE FUTURE FUND						
RECREATION						
RECREATION						
26-44-62-10	TS REVENUE- NONTAXABLE	.00	.00	.00	.00	.00
26-44-62-11	TS REVENUE- TAXABLE	.00	280.00	.00	280.00-	.00
26-44-62-66	TS FUTURE FUND CONTRIBUTIONS	123,243.00	123,243.00	375,000.00	251,757.00	32.86
Total RECREATION:		123,243.00	123,523.00	375,000.00	251,477.00	32.94
Total RECREATION:		123,243.00	123,523.00	375,000.00	251,477.00	32.94
PARK						
PARK						
26-55-43-10	SALARIES	.00	5,398.76	11,163.00	5,764.24	48.36
26-55-43-16	PART-TIME SALARIES	.00	.00	.00	.00	.00
26-55-43-18	SUPPLIES	427.66	1,661.44	4,300.00	2,638.56	38.64
26-55-43-20	REPAIR/MAINTENANCE	.00	.00	7,500.00	7,500.00	.00
26-55-43-30	ELECTRICITY	.00	.00	2,500.00	2,500.00	.00
26-55-43-31	WATER	11,337.73	24,009.77	4,000.00	20,009.77-	600.24
26-55-43-33	WISCONSIN RETIREMENT	.00	.00	759.00	759.00	.00
26-55-43-34	SOCIAL SECURITY	.00	.00	692.00	692.00	.00
26-55-43-35	MEDICARE	.00	.00	162.00	162.00	.00
26-55-43-36	HEALTH INSURANCE	.00	.00	3,223.00	3,223.00	.00
26-55-43-37	LIFE INSURANCE	.00	.00	13.00	13.00	.00
26-55-43-38	DENTAL INSURANCE	.00	.00	184.00	184.00	.00
26-55-43-41	EVENTS EXPENSES	17,069.44	64,177.05	49,500.00	14,677.05-	129.65
26-55-43-60	CAPITAL OUTLAY	.00	.00	17,000.00	17,000.00	.00
Total PARK:		28,834.83	95,247.02	100,996.00	5,748.98	94.31
Total PARK:		28,834.83	95,247.02	100,996.00	5,748.98	94.31
TOWN SQUARE FUTURE FUND Revenue Total:		123,243.00	123,523.00	375,000.00	251,477.00	32.94
TOWN SQUARE FUTURE FUND Expenditure Total:		28,834.83	95,247.02	100,996.00	5,748.98	94.31
Net Total TOWN SQUARE FUTURE FUND:		94,408.17	28,275.98	274,004.00	245,728.02	10.32

Important Information

- Reservation must be paid at time of booking.
- Permits should be completed & submitted prior to 45 days of the event.

Permits Included in the Packet

- Bentzin Family Town Square Event Contract
- Amplified Music Permit
- Vendor Permit
- Certificate of Insurance (attach to completed form, if required)
- Parking in Parks Permit (you will be given a orange half sheet to put on dashboard in car)
- Concession Permit

Permits NOT Included in the Packet but May Apply

- Food Permit (***Get permit at Health Dept & return to Health Dept***)
- Temporary Class “B” Malt Beverage Permit – (***Get at City Hall & Return to City Hall***)

Bentzin Family Town Square Event Contract

Event: ☐ Private ☐ Public (Pending Approval)

Name of Event: _____

Description of Event: _____

Date of Event: _____ Number of people (max 500): _____

Time (include set up/clean up): _____ to _____ Charging Admission: ☐ Yes ☐ No

Alcohol: ☐ Serve/Sell ☐ N/A

(If checked, have you applied for temp Class B?)

Food: ☐ Serve/Sell ☐ N/A

(If sell, contact Health Dept and provide Park & Rec office with menu)

Vendors: ☐ Sell Merchandise ☐ N/A

(If sell, each vendor needs a vendor permit) Type of Goods: _____

Vendor Fair: ☐ Sell Merchandise ☐ N/A

(If sell, need one (1) vendor permit, include all vendors at event.) Type of Fair: _____

Portable Restrooms (if yes, you must provide): ☐ Yes ☐ No (P&R Dept will assign location)

Tent (if yes, you must provide): ☐ Yes (sandbag only, no stakes allowed) ☐ No

Business Name: _____

Contact Person: _____ Phone Number During Event: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Driver's License Number: _____ Date of Birth: _____

Last Four Social Security Numbers: _____

Special Requests: ☐ Public Sidewalk Closing ☐ Street Closing Time: _____ to _____
☐ Special Parking Request _____

Amplified Sound: Time: _____ to _____ Name of Performer(s): _____
Group Size: _____ Live Group? ☐ DJ? ☐

Street Closure: ☐ Yes (Barricades required if street closure, contact Police Dept (920-261-6660) when closed/re-open)
(If Yes, Provide Map with Street Closure and Layout)

☐ No

Provide a detailed emergency plan of your event for emergency personnel (put on included map).

By signing this form, you will be held responsible & liable for all park use rules and facilities rented (see back for rules).

Signature: _____ Date: _____

Security Deposit		Resident		Non-Resident	
		\$100.00		\$150.00	
	Description	*Resident	# Hours	*Non-Resident	# Hours
Town Square – Daily	(less than 2 hours)	\$0.00		\$0.00	
	(2+ hours)	\$100.00		\$150.00	
Proposed Weekday (M-F)	(less than 2 hours)	\$0.00		\$0.00	
	(2+ hours)	\$100.00		\$150.00	
Proposed Weekend (Sat/Sun)	(less than 2 hours)	\$0.00		\$0.00	
	(2+ hours-includes \$75 trash surcharge)	\$180.00		\$230.00	
	Total				

*times above include setup

Additional Fees & Permits				
Item	Cost	Quantity	Total	Notes/Placement
Picnic Tables	\$10.00			
Benches	\$3.00			
Orange Boards – 10ft each	\$6.00			
Amplified Music Permit	\$30.00			
Trash Cans	\$4.00			
Pub Tables	\$12.00			
Special Event Permit	\$25.00			
Vendor Permit (individual)	\$20.00			
Vendor Fair (organizer)	\$50.00			
Concession Permit		TBD: Proposing \$300/yr up to 6 events or \$75/single event		
Driving/Parking Permit (Orange slip from park office)	\$0.00			

For Office Use Only:

Park Rental Total: \$ _____ Permits Total: \$ _____ Equipment Total: \$ _____ Grand Total: \$ _____	Paid by: ___Cash ___Check # _____ ___Credit Card (attach receipt) Office Initials: _____
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PARKS, RECREATION, & FORESTRY DEPARTMENT

514 South First Street, Watertown, WI 53094, 920-262-8080

Bentzin Family Town Square (BFTS) Event Contract Information

- The person signing the park reservation form is responsible and held liable for the group's actions. This includes any injuries and all park and/or facility damages.
- The BFTS is expected to be left in the same condition the renter found it. If you are aware there may be a maintenance problem such as heavy trash accumulation during your event, please contact the Park & Rec. office prior to your event.
- The Parks & Recreation Department may impose additional fees and restrict future use for any excessive cleaning beyond our normal cleaning timeframe. An additional fee for excessive cleaning - \$100/hour.
- Keys can be picked up from the Police Department on the day of your reservation. Take yellow form with you to Police Dept. A \$20.00 deposit is required for any key pickup and will be refunded when the key is returned.
- **Electrical** – to prevent an overload, please do not plug in more than one appliance per outlet box.
- **Prohibited** – pets and glass are not permitted in the parks.
- **Indemnity** - The special event license application shall contain a statement that: "The applicant agrees to indemnify and hold harmless the City from and against all liabilities, claims, demands, judgments, losses and all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a license for a special event." No license may be issued unless the applicant has agreed to the terms of this statement on the written application. (428-7 Special Events Code).

BFTS Hours:

- Parks are open to the public from 5:00 am to 11:00 pm.

Permits:

- **BFTS Event Contract** – If you are having an event that cannot be held completely within the confines of an existing park area as special event permit will be needed. Use of Water Street doesn't apply to park area. No event can begin before 8:00 am or end after 10:00 pm. Cost \$25.
- **Amplified Music** – All amplified music requires a permit for any sound system with speakers. No music before 8:00 am or after 10:00 pm. Cost - \$30.00. Permission for amplification does not exempt a group from the City of Watertown Ordinance noise restrictions. Please be considerate of park neighbors and other park users. It is understood that the person in charge will control the noise level and keep the volume at a level which will not disrupt other activities within the park, or adjacent residential areas, and at a level which will not be loud and offensive. Failure to comply with this requirement may result in citations and fines. The person permitted use of amplified sound agrees to provide full cooperation with the Park & Police Department personnel should it be determined that the volume must be lowered or the music terminated.
- **Driving/Parking Permit** – Organizer is responsible for obtaining a driving/parking permit from the Park & Rec Department office. Free.
- **Vendor Permit** – each vendor needs to complete a vendor permit regardless of vendor fair/individual. If part of vendor fair, organizer pays the fee but must provide information on each vendor attending. Individual permit cost \$20. *All vendors are subject to a background check and will be charged an additional fee.*

Additional Rental Items (All below items are in addition to items included in reservation):

- **Picnic Tables** – Cost - \$10.00/picnic table (rent through Park & Rec Dept)
- **Bench** - Cost - \$3.00/bench (rent through Park & Rec Dept)
- **Trash Cans** - Cost - \$4.00/trash can (rent through Park & Rec Dept)
- **Below rental items rented through private business.**
- **Tents** – If you would like to put a tent up on park property in addition to a park shelter rental, approval is required for location of tent. Cost & rental arrangement made by the organizer. **Sandbags required.** No stakes can be used to secure a tent.
- **Portable Restrooms** – cost and rental arrangement made by the organizer.

Malt Beverage License:

- Must obtain from the City Clerk's office if there are plans to sell any alcoholic beverages – Temp "B" Picnic License required.

Refunds:

- Cancellations must be made at least 30 days prior to the reservation date to receive a full refund. No refunds will be granted less than 14 days prior to the reservation date or for special services which have been provided (i.e., extra table delivery, etc.)

Non-Emergency:

- If you have a non-emergency issue, please call the Police Department's non-emergency number at 920-261-6660. The department has maintenance personnel scheduled from 7:00 am – 3:30 pm all summer weekends and holidays.

REGULATIONS

Duration and hours of Operation. The duration of any special event shall not exceed 4 consecutive days. No special event shall be open to the public except between the hours of 5:00 a.m. and 11:00 p.m. on any day of the week. Such permit shall also specify the hours during which pre-event setup and post-event takedown operations may occur and no such operations may be conducted other than as specified.

Maximum Attendance. A special event license shall specify the maximum peak number of people to attend the special event. The licensee shall not sell tickets to nor allow the attendance of more people at the special event at any time than as specified in the license. Any tickets sold or advertisement made prior to the grant of a license under this section and the satisfaction of all conditions of such license shall include therein in like medium, a statement that "the occurrence of the [special event] remains subject to the approval of the City of Watertown".

Parking on Park Property. Any special event that requires parking on park property, other than a public roadway or parking area, shall apply to the Parks and Recreation Director as provided in Municipal Code section 398-5(B).

Sanitary Facilities and Potable Water. All sanitary facilities and potable water facilities shall be provided for the special event by the event organizer.

Solid Waste. The event organizer shall be responsible for holding, collection and disposing of solid waste material.

Illumination. If the special event is to continue during hours of darkness, illumination shall be sufficient to light the entire area of the event at the rate of at least 5 lumens, without the spillage of such illumination unreasonably beyond the boundaries of the special event premises.

Noise. No licensee shall permit any sound created by the special event activity to carry unreasonably beyond the boundaries of the special event premises.

Fire Protection. A licensee shall provide all fire protection applicable to the special event activities and premises as required by the municipal Fire Prevention Code (Chapter 303) and the Wisconsin Administrative Code (DSPA 314), including alarms, extinguishing devices, fire lanes and fire escapes.

Compliance with Other Code Provisions. No special event shall occur unless all other necessary municipal permits, licenses and approvals applicable to the special event activities have been granted and any license granted under this subsection shall be conditioned upon the licensee obtaining all such other licenses, permits and approvals.

INSURANCE

Each applicant for a special event license that includes alcohol, more than 200 people per day or involves a road closure shall furnish to the City, no later than 10 days prior to the special event, a certificate of insurance written by a company licensed in the State of Wisconsin, approved by the City Attorney and covering any and all liability or obligations which may result from the operations by the applicant's employees, agents, contractors or subcontractors, and including workers' compensation coverage in accordance with Ch. 101, Wis. Stats. The certificate shall provide that the company will furnish the City with a 10-day prior written notice of cancellation, nonrenewal or material change. The insurance shall be written in comprehensive form and shall protect the applicant and City against claims arising from injuries to members of the public or damage to property of others arising out of any act or omission of the applicant, its employees, agents, contractors and subcontractors. The policy of insurance shall provide minimum combined single limits for bodily injury and property damage of at least \$1,000,000.00 per person/aggregate.

MAPPED ROUTES

All permit applications for special events, including road closures, runs, rides, walks, or parades, shall include a detailed map of the proposed route. Routes for annual events must be submitted regardless of whether previously submitted. Alteration of proposed routes may be made by the City prior to approval of the permit. In the event that organizers or sponsors of any special event deviate from the route submitted without approval from the City, the organizers or sponsors of such special events may be denied a permit for the following calendar year.

LICENSE FEES

Section 5, Item A.

Concurrent with the filing of any application for a special event license, the applicant shall pay a fee as established in the City of Watertown Municipal Fee Schedule. In addition, a special event licensee shall be responsible for and pay to the City a fee for all City services for the special event. Such fees shall not exceed the actual cost of providing the services. Such fee shall be paid to the City by the licensee within 30 days of the date of itemized invoice for same prepared by the City subsequent to the special event.

Tiered Charge for: The cost for all applicable City services for Special Events for organizations shall be billed in the following manner:

First Year of Event	No charge for City Expenses
Second Year of Event	20% of City Expenses Charged
Third Year of Event	40% of City Expenses Charged
Fourth Year of Event	60% of City Expenses Charged
Fifth Year of Event	80% of City Expenses Charged
Sixth Year of Event and Succeeding Years	100% of City Expenses Charged

DENIAL OF APPLICATION

Grounds for denial of the application shall include:

1. Any false or misleading statements set forth upon the application.
2. The special event is of such a size or nature so as to require the diversion of so great a number of municipal services so as to deny reasonable services to the City as a whole.
3. The time, size and nature of the special event would unduly disrupt the safe and orderly use of any street or public place or material portion thereof, which is ordinarily subject to congestion or traffic at the proposed time or substantially interrupts the safe and orderly movement of traffic.
4. The vehicles, temporary structures, sanitary facilities, tents, equipment or other materials used in the special event do not comply with or meet all applicable health, fire or safety requirements.
5. The special event will interfere or conflict with another special event for which an application had been previously filed or with a construction or public works project.
6. The conduct of the special event will be contrary to law, including noise regulations.
7. Either the applicant or a proposed special event were previously licensed for a prior special event under this section and violated any term of this section while operating under such license.
8. Any outstanding payments due to the City.

APPEAL OF APPLICATION DENIAL OR MODIFICATION

Any applicant who has been denied a special event license or license has been modified may, upon written request within 5 days of denial or notice of modification; seek review of the matter before the Licensing Board. The Appeal procedures shall be those which are laid out in Chapter 10 of the Municipal Code.

ENFORCEMENT

Any person who violates any provision of this section or who violates any condition upon which a special event license is granted shall be subject to a forfeiture of not less than \$1,000.00 nor more than \$10,000.00. Each day of violation shall be considered a separate offense. In addition, the City may enforce this section by way of injunctive relief and all other remedies available at law and in equity.

I hereby make an application for a Special Events Permit as detailed above. The applicant agrees to indemnify and hold harmless the City from and against all liabilities, claims, demands, judgments, losses and all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a license for a special event.

Signature: _____

Date Signed: _____

SUBSCRIBED AND SWORN BEFORE ME ON

This _____ day of _____, _____.

Signature of Notary Public _____

My Commission Expires: _____

Application for Temporary Class "B" / "Class B" Retailer's License

Section 5, Item A.

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ _____

Application Date: _____

☐ Town ☐ Village ☐ City of _____

County of _____

The named organization applies for: (check appropriate box(es).)

☐ A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

☐ A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning _____ and ending _____ and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →

☐ Bona fide Club

☐ Church

☐ Lodge/Society

☐ Veteran's Organization

☐ Fair Association or Agricultural Society

☐ Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name _____

 (b) Address _____
 (Street) ☐ Town ☐ Village ☐ City

(c) Date organized _____

(d) If corporation, give date of incorporation _____

 (e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☐

(f) Names and addresses of all officers:

President _____

Vice President _____

Secretary _____

Treasurer _____

(g) Name and address of manager or person in charge of affair: _____

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number _____

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? _____

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: _____

3. Name of Event

(a) List name of the event _____

(b) Dates of event _____

DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

 Officer _____
 (Signature / Date)

 (Name of Organization)

Date Filed with Clerk _____

Date Reported to Council or Board _____

Date Granted by Council _____

License No. _____

Additional Information

May be Granted and Issued only to (secs. 125.26(6), and 125.51(10), Wis. Stats.):

- (1) Bona fide clubs.
- (2) State, county, or local fair associations, or agricultural societies.
- (3) Churches, lodges, or societies that have been in existence for at least 6 months prior to the date of application.
- (4) Posts of veterans organizations.
- (5) Chambers of commerce or similar civic or trade organizations organized under ch. 181, Wis. Stats.

Application:

- (1) Filing: In writing, for each event, on Form AT-315.
- (2) The local licensing authority may act on application or authorize an official or body of the municipality to issue the license. (secs. 125.26(1) and 125.51(10), Wis. Stats.)
- (3) The written application shall be filed with the clerk of the municipality in which premises are located:
Class "B" (Beer):
 - a. The governing body shall establish any waiting period before granting of a license for events lasting less than 4 days (sec. 125.04(3)(f), Wis. Stats.)
 - b. At least 15 days prior to the granting of the license for events lasting 4 or more days."Class B" (Wine):

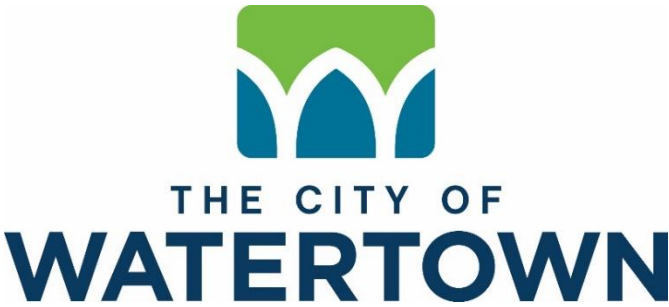
The application shall be filed with the clerk of the local municipality in which the event will be held at least 15 days prior to the granting of the license.
- (4) Seller's Permit: (sec. 77.54 (7m), Wis. Stats.), provides an exemption from Wisconsin sales and use taxes relating to certain sales by a nonprofit organization. Check the box if your organization qualifies for the exemption and therefore is not required to hold a seller's permit.
- (5) Publication: Not required. (sec. 125.04(3)(g), Wis. Stats.)

Fee: Determined by the municipality, but may not exceed \$10. (Exception: No additional fee may be charged if organization is applying for both a Temporary Class "B" and a Temporary "Class B" license for the same event.) (secs. 125.26(6) and 125.51(10), Wis. Stats.)

Duration: The day, or consecutive days, that the specified event is in progress. A municipality may issue up to 20 licenses to the same licensee for a single event, if each license is issued for the same date and time. (sec. 125.51(10)(b), Wis. Stats.)

Restrictions:

- (1) License may not be issued to individuals. (secs. 125.02 (14), 125.26(6), 125.51(10), Wis. Stats.)
- (2) Licenses to organizations, other than ex-servicemen's organizations, can be issued only for a picnic or similar gathering. (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (3) License may cover either a specified area or the entire picnic grounds. (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (4) License issued to a county or district fair must cover the entire fairgrounds (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (5) No license to clubs having any indebtedness to any wholesaler for more than 15 days for beer (sec. 125.33(7), Wis. Stats.) and 30 days for wine (s. 125.69(4)(b), Wis. Stats.)
- (6) Licensed operator(s) must be present at all times (secs. 125.17, 125.26(6), 125.32(2) - Beer; 125.17, 125.51(10), 125.68(2) - Wine; Wis. Stats.)
- (7) The licensed club, club members, or any other persons are not permitted to possess intoxicating liquor on licensed premises on the Temporary Class "B"/"Class B" licensed picnic area. (sec. 125.32(6), Wis. Stats.)
- (8) Not more than 2 wine licenses may be issued to any club, county or local fair association, agricultural association, church, lodge, society, chamber of commerce or similar civic or trade organization or veterans' post in any 12 month period. A municipality may issue up to 20 wine licenses to the same licensee if: 1) each license is issued for the same date and times, 2) the licensee is the sponsor of an event held at multiple locations within the municipality on this date and at these times, 3) an admission fee is charged for participation in the event and no additional fee is charged for service of alcohol beverages at the event, and 4) within the immediately preceding 12-month period, the municipality has issued these multiple licenses for fewer than 2 events. In addition, each event for which multiple licenses are issued shall count as one license toward the 2-license limit. (sec. 125.51(10), Wis. Stats.)
- (9) Licensed organizations must purchase their alcohol beverages only from permitted Wisconsin wholesalers, breweries and brewpubs. (secs. 125.33(6), and 125.69(6), Wis. Stats.)



PARKS, RECREATION, &
FORESTRY DEPARMENT

920-262-8080

Application for Concessions in City Parks Permit

NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

LOCATION APPLICANT PROPOSES TO SELL OR GIVE AWAY
MERCHANDISE: _____

DATE AND TIME OF EVENT AND/OR DURATION OF PERMIT
REQUESTED: _____

DESCRIPTION OF ANY CITY OWNED FACILITIES APPLICANT PROPOSES TO USE FOR CONCESSION
SALES: _____

DESCRIPTION OF EQUIPMENT WHICH THE CONCESSIONAIRE PLANS TO USE, INCLUDING NOT
ONLY FOOD PREPARATION AND SERVING EQUIPMENT, BUT ALSO ANY CART OR BUILDING
PROPOSED TO BE USED IN THE CONCESSION OPERATION:

ARTICLES OF MERCHANISE PROPOSED TO BE SOLD OR GIVEN AWAY:

Product:	Cost:
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Indemnification:

I agree to defend, indemnify and hold harmless the City of Watertown, its officers, employees and agents from and against *all actions, losses, damages, liability, costs and expenses of every type and description, including, but not limited to, attorney fees, to which any or all of them may be subjected by reason of, or resulting from, directly or indirectly, in whole or in part, the acts or omissions of the permittee or the permittee's agents, officers or employees, directly or indirectly arising* from my operation of concessions.

I certify that I am the person who made and signed this application for a Concessions in City Parks Permit and that all statements made herein are true and correct.

I further acknowledge receipt of a copy of the Municipal Code for the City of Watertown in regards to Concession Permits in Parks.

Signature: _____ Date: _____

TO BE FILLED BY THE CITY	
Date Received: _____	Received By: _____ Application Complete: <input type="checkbox"/> Yes <input type="checkbox"/> No
Reviewed By: _____	Approved: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other: _____
Date Approved: _____	Permit #: _____

CITY OF WATERTOWN MUNICIPAL CODE

§ 398-20 Concession permits in parks.

A.

Scope. The provisions of this section shall apply to all public parks and recreation areas owned and controlled by the City of Watertown.

B.

Sale of merchandise without a concession permit prohibited. No person, firm, corporation or association shall sell or give away any merchandise of any kind in any park or playground without a concession permit, as provided in this section. This section shall not apply to the following situations:

- (1) The person, club, organization, group or corporation has obtained a temporary retail Class "B" fermented malted beverage ("picnic") license, temporary retail Class "B" wine cooler license or special events license pursuant to § 220-3B(2) or F or Chapter 428, Article II.
- (2) The person, club, organization, group or corporation has obtained a Park Event Permit pursuant to § 398-18.
- (3) A person, firm, corporation or association that has the permission of the group that holds a license or permit as listed above in Subsection B(1) or (2). (Note: A transient merchant license may still be needed.)

C.

Application for permit. Each person, firm or corporation desiring to apply for a permit as a concessionaire to sell or give away merchandise in any park or playground shall file an application with the Director of the Park, Recreation and Forestry Department on a form approved and provided by the Director. The application shall contain the following information:

- (1) The name, address and telephone number of the applicant.
- (2) The location where the applicant proposes to sell or give away merchandise.
- (3) The articles of merchandise proposed to be sold or given away.
- (4) The place and time of event or length or duration of the permit.
- (5) A description of any buildings or equipment owned by the City desired to be used by the concessionaire.
- (6) The equipment which the concessionaire plans to use, including not only food-preparation and food-serving equipment but also any cart or building proposed to be used in the operation.
- (7) The prices proposed to be charged for the various items of merchandise, food or beverages.

D.

Operation not to be changed. Any person receiving a concession permit under this section shall not change any part of the operation described in the application, including equipment, food, beverages or merchandise to be served or prices, without applying for approval of the change and receiving approval of the change from the Director of the Park, Recreation and Forestry Department.

E.

Fees. Each concessionaire shall pay fees based on a percentage of the total gross sales of the concessionaire except for city facilitated events where no commission would be required. The concessionaire shall report all sales figures for each calendar month not later than the 10th day of the following month. The report shall be accompanied by payment of the fee required by this section. The report and payments shall be made to the Clerk/Treasurer of the City. The concessionaire's fee for any concessionaire not using any building or equipment furnished by the City shall be 5% of the gross receipts and the fees for all other concessionaires shall be 15% of the gross receipts.

F.

Issuance of concession permits. Permits to concessionaires shall be issued by vote of the Park, Recreation and Forestry Commission, subject to approval by the Common Council. All actions on concession permits shall be taken at a public meeting.

G.

Duration of concession permit. Each permit to each concessionaire shall expire on December 31 of each year. Applications for new concession permits may be made at any time after November 1. Consideration in renewals will be given to persons having existing concessions, if all other factors are equal.

H.

Temporary concession permit. A temporary concession permit may be issued for special events. The provisions of this section will be followed in all matters, including the requirement of the payment of fees, provided that the report of the total receipts and the payment of the fees due will be due not more than 10 days after the close of the event for which the temporary concession permit was issued.

I.

Revocation of concession permit. The Director of the Park, Recreation and Forestry Department shall have the authority to revoke a concession permit upon a violation of any rule or ordinance or upon good cause shown.

J.

Violations and penalties. Any person, firm or corporation violating any provision of this section shall be fined not less than \$5 nor more than \$500 for each offense, and a separate offense shall be deemed committed on each day during or on which a violation occurs or continues.

DRIVING/PARKING PERMIT

This Permit Authorizes _____
(Name of Responsible Person and Address)

to drive/park one (1) motor vehicle on City Park Grounds at _____ Bentzin Family Town Square _____
on _____, 20__ from _____ AM/PM to _____ AM/PM. The authorized vehicle description,
covered by this Permit is as follows: Year: _____, Make: _____, Model: _____,
Color: _____, License #: _____.



As the Permit Holder, I accept full responsibility for the safe and responsible operation of this vehicle while on Park Grounds. It is understood that this vehicle will be accompanied by a walking escort at all times while driving on Park Grounds and if necessary; I will take care to park my vehicle so that it does not obstruct activities on the Park Grounds. **Vehicles are not allowed to be driven or parked on any grassy area within the park system.**

Client Signature

Date

Dept Authorized Signature

Date

**THIS PERMIT IS TO BE PROMINENTLY DISPLAYED ON THE VEHICLE AT ALL TIMES IT IS
OPERATING OR PARKED ON PARK GROUNDS OTHER THAN PUBLIC STREETS OR PARKING
AREAS. (Revised 1/8/2013)**

DRIVING/PARKING PERMIT

This Permit Authorizes _____
(Name of Responsible Person and Address)

to drive/park one (1) motor vehicle on City Park Grounds at __ Bentzin Family Town Square _____
on _____, 20__ from _____ AM/PM to _____ AM/PM. The authorized vehicle description,
covered by this Permit is as follows: Year: _____, Make: _____, Model: _____,
Color: _____, License #: _____.



As the Permit Holder, I accept full responsibility for the safe and responsible operation of this vehicle while on Park Grounds. It is understood that this vehicle will be accompanied by a walking escort at all times while driving on Park Grounds and if necessary; I will take care to park my vehicle so that it does not obstruct activities on the Park Grounds. **Vehicles are not allowed to be driven or parked on any grassy area within the park system.**

Client Signature_____
Date_____
Dept Authorized Signature_____
Date

**THIS PERMIT IS TO BE PROMINENTLY DISPLAYED ON THE VEHICLE AT ALL TIMES IT IS
OPERATING OR PARKED ON PARK GROUNDS OTHER THAN PUBLIC STREETS OR PARKING
AREAS. (Revised 1/8/2013)**



APPLICATION FOR FOOD VENDING ON PUBLIC STREETS

***No fees are required until the application has been approved. Upon approval there will be a \$75 fee.**

Please fill out all the information listed below and submit those documents needed for your Mobile Food Establishment. If you should have problems answering any of the questions, please call our office at (920) 262-4060. This application must be submitted along with the materials required under Section 3 of this application, otherwise your Mobile Food Vending on Public Streets permit will not be processed.

The City of Watertown Code, Section 457-185 states no Mobile Operator shall vend from a Mobile Food Establishment while on City owned streets, sidewalks or parking lots unless a permit to do so is obtained from the City Engineer or designee. An annual permit and fee shall entitle the Mobile Operator to vend from a Mobile Food Establishment for the period of July 1 of the application year through June 30 of the following year (First-time applicants shall be eligible for a 15 month Food Vending on Public Streets Permit that shall permit the Mobile Operator to vend from a Mobile Food Establishment for the period of April 1 of the application year through June 30 of the following year at no additional fee). **Permits are issued to applicant and are not transferable.**

Are you a first-time applicant: ☐ Yes ☐ No

Type of Mobile Food Establishment:

☐ Motorized Food Vending Vehicle ☐ Mobile Food Cart or Push Cart ☐ Mobile Food Vending Trailer

1. Mobile Operator:

Name(s): _____

Address (No P.O. Box): _____

City: _____ State: _____ Zip Code: _____

Email: _____ Driver License #: _____

2. Information regarding Persons, Firm, Association or Corporation/LLC that the applicant represents or is employed by:

Name (Legal/Real Name of Business): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Person in Charge (if different from applicant): _____

Driver License #: _____

3. Required Materials:

Item 1

☐ Copy of Service Base License and Mobile Food Establishment License required by the Wisconsin Department of Agriculture, Trade and Consumer Protection or local agent with licensing authority

Item 2

- ☐ Certificate of Insurance compliant with Section 457-185C, and must contain the following:
- ☐ City is additionally insured on the Certificate ☐ Certificate complies with Section 457-185C(3)

Item 3

- ☐ Inspection report showing that a Motorized Food Vending Vehicle has met the standards of safety prescribed by law **(For Motorized Food Vending Vehicles Only)**.

Description of vehicle used by applicant in the conduct of business:

(VIN #)	(License Plate #)	(State)	(Make)	(Model)	(Year)
---------	-------------------	---------	--------	---------	--------

Item 4

- ☐ Signage posted, in lettering not less than three inches in height and two inches wide, in plain view to all patrons that provides the name of the Mobile Operator and a valid telephone number.

Indemnification:

I agree to defend, indemnify and hold harmless the City of Watertown, its officers, employees and agents from and against *all actions, losses, damages, liability, costs and expenses of every type and description, including, but not limited to, attorney fees, to which any or all of them may be subjected by reason of, or resulting from, directly or indirectly, in whole or in part, the acts or omissions of the permittee or the permittee's agents, officers or employees, directly or indirectly arising* from my operation of a Mobile Food Establishment

I certify that I am the person who made and signed this application for a Food Vending on Public Streets Permit and that all statements made herein are true and correct.

I further acknowledge receipt of a copy of the City Code, Map Appendices and List of Existing Food Establishments pertaining to the conduct of Mobile Operators and Mobile Food Establishments in the City of Watertown.

Signature: _____ **Date:** _____

TO BE FILLED BY THE CITY

Date Received: _____ Received By: _____ Application Complete: ☐ Yes ☐ No

Reviewed By: _____ Approved: ☐ Yes ☐ No ☐ Other: _____

Date Approved: _____ Permit #: _____

§ 398-7. Advertising, assemblages and entertainment. [Amended by Ord. No. 12-30]

- A. No person shall post, paint, affix, place, cast or leave about any bill, billboard, placard, ticket, handbill, circular or advertisement.
- B. No person shall do any of the following without a permit, provided that no permit shall be required for any action or event sponsored by the City or the approving governing agency:
 - (1) Display any advertising signs or other advertising matter, provided that a sign attached to a vehicle to identify the vehicle or a sign lawfully on a taxi or bus is not prohibited.
 - (2) Operate for advertising purposes any musical instrument, soundtrack or drum.
 - (3) Hold unlawful public assemblies.
 - (4) Conduct exhibitions.
 - (5) Hold a parade.
- C. Amplified music permit. No public address systems or sound-amplification devices shall be used in any public park or public recreation area within the City of Watertown except as permitted by this section. The Director may issue permits in accordance with this section. A permit shall not exempt the holder from the provisions of § 410-40 regulating loud and unnecessary noise.
 - (1) Application for permission to use such systems or devices shall be made to the Director on forms supplied by the Park, Recreation and Forestry Department. Such application forms shall include the name of the organization seeking such permission, the name and address of the person responsible for the activity, and the date or dates of the proposed activity. A permit fee as set by the Common Council and provided under separate fee schedule shall accompany the application.¹
 - (2) The Director shall establish the hours of operation and location within any given park within the City of any such system or devices so as to ensure the benefit of such system or devices to the group seeking its use and to minimize any unreasonable interference with the peace and enjoyment of other uses of the park or recreation area and those residing adjacent to such park. Only the hours of operation and location of such system or equipment may be regulated by this section. The hours of amplified sound shall be between 8:00 a.m. and 11:00 p.m., with the express provision that private parties shall be designated closer to 10:00 p.m. as a termination time, whereas more community-oriented events sponsored by fraternal or nonprofit organizations or religious or veterans organizations that have a wider community-based appeal shall be designated closer to 11:00 p.m. as a termination time. The Director shall

1. Editor's Note: Amended at time of adoption of Code (see Ch. 1, General Provisions, Art. II).

consider the applications in the order they are received on a "first-come, first-issued" basis.

- (3) The decision of the Director may be appealed to the Park, Recreation and Forestry Commission of the City. Any aggrieved applicant shall, in writing, notify the Director of the appeal within five days of the Director's decision, stating in such notice the decision appealed from and the reasons why such decision should be changed or modified. Within two working days thereafter, the Director shall file such appeal notice with the Chairperson of the Park, Recreation and Forestry Commission, who shall schedule a time for the matter to be heard. The applicant shall be given at least five business days' notice of the hearing time and date and may be represented by counsel, may cross-examine the witnesses, and may present witnesses. The proceeding shall be recorded. Within five days after the date of the hearing, the Park, Recreation and Forestry Commission shall file a written decision in this matter with the City Clerk and shall cause a copy of the same to be mailed to the applicant by regular mail at the applicant's address listed in the application. **[Amended 7-5-2022 by Ord. No. 22-63]**
- (4) The decision of the Park, Recreation and Forestry Commission may be appealed to the Watertown Common Council, whose decision shall be final. The appeal to the Common Council shall be upon the record of the hearing made before the Park, Recreation and Forestry Commission. The applicant shall, in writing, notify the City Clerk of such appeal within five days of the decision of the Park, Recreation and Forestry Commission and shall, within 20 days thereafter file with the City Clerk the original and five copies of the transcript of the record made before the Park, Recreation and Forestry Commission at the hearing. The City Clerk shall then cause the matter of the appeal to be placed on the agenda of the Common Council at its next regular meeting and shall notify the applicant of the time and place when and wherein such appeal shall be heard. The matter shall be heard by the Common Council solely on the record of the hearing, and no additional testimony shall be permitted before the Common Council. The Chairperson of the Park, Recreation and Forestry Commission or his or her designee and the appellant may present arguments to the Common Council in support of their respective positions. Within five days after the hearing, the Common Council shall file a written decision in the matter with the City Clerk, who shall cause a copy of the same to be mailed to the appellant by regular mail at the appellant's address listed in the application. **[Amended 7-5-2022 by Ord. No. 22-63]**
- (5) The Police Department is authorized to require the discontinuance of any such system or devices operating without a permit or outside the prescribed hours of operation or prescribed location within any public park or recreation area within the City. Any person violating the provisions of this Subsection C shall be subject to a forfeiture of not less than \$20 nor more than \$50.
- (6) Exemption. The use of personal stereo systems, CD players, iPod®/MP3/iPad® devices, and other personal sound nonamplification equipment is

§ 398-7

§ 398-7

exempt from the provisions of this Subsection C regarding a permit as long as such devices are maintained at a low volume and restricted to the immediate picnic area in the public park or recreation area occupied by the operators of such devices.

ARTICLE XII

Signs and Projections

**[Added 5-5-2015 by Ord. No. 15-12; amended 10-4-2016 by Ord. No. 16-18;
10-2-2018 by Ord. No. 18-12; 12-21-2021 by Ord. No. 21-43]**

§ 550-129. Purpose.

- A. The purpose of this article is to establish standards for the fabrication, erection, and use of signs, and to regulate the location, type, size, materials, and height of signage for all properties within the City of Watertown. The adoption of this article reflects the formal finding of fact by the City of Watertown Plan Commission and Common Council that regulation of signage advances the following governmental interests:
- (1) Reduce signage that the City has determined to be a cause of unsafe traffic and visibility conditions for pedestrians, bicyclists, drivers, and passengers.
 - (2) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by the faulty and uncontrolled construction and use of signs within the City.
 - (3) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by distractions, obstructions, and hazards created by certain signs or by cluttered, distracting, or illegible signage.
 - (4) Promote the public welfare, health, and safety of all persons using public thoroughfares and rights-of-way within the City of Watertown in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (5) Preserve the value of private property by assuring the compatibility of signs with surrounding land uses.
 - (6) Assure that public benefits derived from expenditures of public funds for the improvement and beautification of public streets and other public structures and spaces are protected by exercising reasonable controls over character of design of signage.
 - (7) Advance the aesthetic goals of the City throughout the community and ensure the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
 - (8) This article must be interpreted in a manner consistent with the First Amendment guarantee of free speech.
- B. Furthermore, this regulation leaves ample and adequate alternative channels of speech communication for the messages portrayed on advertising signs - namely, distributed print media, broadcast media, and point-of-purchase display - and is narrowly defined so as to limit said prohibitions to speech on exterior signage and signage intended to be viewed from beyond the boundaries of a site.
- C. The penalties of the City of Watertown Municipal Code may be applicable to

violations of the provisions of this article under § 550-158.

§ 550-130. Definition of a sign.

- A. Definition of a sign. In this article, the word "sign" means a name, identification, description, or display, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business. Each display surface of a sign or sign face must be considered a sign.
- B. Signs do not include:
- (1) Government signs are signs that are constructed, placed or maintained by the federal, state, county or local government, or a sign that is required to be constructed, placed or maintained by the federal, state, county, or local government either directly or to enforce a property owner rights.
 - (a) Government signs may be located within the public right-of-way and on City of Watertown property.
 - (2) Decorations that are incidentally and customarily associated with any national holiday, religious holiday, or similar event.
 - (3) Flags.
 - (4) Art works, including but not limited to wall murals, which are erected solely for aesthetic purposes. Graffiti does not fall under art works.
 - (5) Building colors and lighting which do not contain commercial message, logo, or colors.
 - (6) Interior site signs located on the interior of the grounds of the following land uses: a passive outdoor public recreation facility, an active outdoor public recreational facility, or an outdoor institutional facility, which are primarily oriented to persons within the grounds.
 - (7) Interior building signs located on the interior of a building and not attached to a window, which are primarily oriented to persons within the building.
 - (8) Window displays of merchandise, pictures, or models of products or services incorporated in a window display, which are not directly attached to an interior or exterior window surface.
 - (9) Window signs that are attached to the inside or outside face of an exterior window, and may face towards the outside, inside, or both.
 - (10) Vehicles that are licensed, operable, and parked in legal parking spaces.

§ 550-131. Definitions and rules related to sign groups, sign categories, and sign types.

This section provides the structural definitions and rules related to various sign groups, sign categories, and sign types. Tables 550-132A(1) through 550-132A(4) provide the regulations for these signs applicable to each zoning district. Any sign type not addressed by this article shall be construed to be prohibited.

A. Definitions and rules related to the permanent sign:

Permanent sign. A sign which is permanently located on a parcel. "Permanent signs" are a sign group containing various sign categories and sign types that a zoning district may be eligible to use. Permanent signs include the following sign categories: freestanding signs, on-building signs, pedestrian signs, and permanent changeable signs. See Table 550-132A(1) for additional rules for permanent signs related to zoning districts.

(1) **Freestanding sign category.** A sign permanently resting on or supported by a slab, pedestal, post, pylon, or any other form of base located on the ground. The following freestanding sign types are addressed by this article:

- (a) **Monument sign.** A type of freestanding sign in which the bottom edge of the sign face is located within one foot of a ground-mounted pedestal.
- (b) **Dual post sign.** A type of freestanding sign mounted to the sides or ends of two or more posts, with the majority of the sign area located between the outermost posts, with the bottom edge located within an average of three feet of existing grade.
- (c) **Pylon sign.** A type of freestanding sign erected upon one or more pylons or poles, generally of a height that is taller than permitted for a dual post sign.

[1] New pylon signs shall only be permitted within the "S.T.H. 26 Pylon Sign Allowance Areas" under § 550-132C.

[a] **Exception.** Substandard lots, defined under § 550-15, in which a monument sign or dual post sign shall cause a visibility standard issue under § 550-106 may apply for a conditional use permit for a pylon sign. The applicant must provide substantial evidence, as defined under Wis. Stats. § 62.23(7)(de)1.b., that a pylon sign is the only freestanding sign category option to comply with the visibility standard. The applicant shall specify the height, setback, square footage for the pylon sign as part of the conditional use permit. The applicant shall also include photo simulations (before and after) of the site.

[2] Existing pylon signs outside of the "S.T.H. 26 Pylon Sign Allowance Area" are permitted as legal nonconforming signs per the requirement of § 550-137.

- (2) On-building sign category. A type of sign permanently affixed to an outside wall of a building. The following on-building sign types are addressed by this article:
- (a) Wall sign. A type of on-building sign that is mounted directly on, and parallel to, a building facade or other vertical building surface.
 - [1] The top edge of a wall sign shall not extend above the top edge of the vertical exterior wall or above the lowest edge of a roof line of the portion of the building to which it is mounted, except:
 - [a] No more than 2/3 of a wall sign's height may be permitted to project above the top edge of the wall through the conditional use permit process.
 - [2] Wall signs shall not project more than 18 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
 - (b) Awning sign. A type of on-building sign that is directly affixed via sewing, silk screening, painting, or similar method to a nonrigid removable awning which is mounted to the facade of a building.
 - [1] Sign copy shall not project above, below, or beyond, the awning surface.
 - (c) Canopy sign. A type of on-building sign that is directly affixed via bolts, brackets, or similar method to a rigid permanent canopy which is mounted to, or adjacent to, the facade of a building.
 - [1] Sign copy shall not project above or below the canopy face.
 - (d) Marquee sign. A type of on-building sign that is mounted to a permanent roof-like structure that projects out from the exterior wall of a structure and shelters the entrance and/or entrance approaches to a building.
 - [1] Marquee signs may have changeable copy.
 - (e) Projecting sign. A type of on-building sign that is mounted at any angle other than parallel to the wall on which it is mounted, extends beyond 18 inches from the face of the wall, and/or is internally illuminated.
 - [1] New projecting signs are not permitted in the City of Watertown. Existing projecting signs are permitted as legal nonconforming signs per the requirements of § 550-137.
- (3) Pedestrian category. A sign attached perpendicularly to the facade of a building and mounted just above sidewalk level, and which is oriented and sized for visibility to nearby traffic. The following pedestrian sign types are addressed by this article:
- (a) Blade sign. A type of pedestrian sign that is mounted perpendicular to the

wall on which it is mounted, extends less than 48 inches from the wall, and is oriented to pedestrian traffic. Minimum ground clearance shall conform to § 550-133C.

- (b) Suspended sign. A type of pedestrian sign that is mounted perpendicular to the nearest wall and suspended from the underside of a horizontal plane surface, such as a covered porch, arcade, or canopy. Minimum ground clearance shall conform to § 550-133C.
- (4) Permanent changeable sign category. A permanent sign that typically changes daily and which usually includes changeable copy. The following permanent changeable sign types are addressed by this article:
 - (a) Wall-mounted changeable sign. A type of permanent changeable sign mounted flat against a wall containing changeable copy.
 - [1] Wall-mounted changeable board sign shall be securely affixed to the exterior wall of the building containing the use.
 - [2] Wall-mounted changeable board sign shall not be extended more than four inches from the wall on which they are mounted.
 - (b) Freestanding changeable sign. A type of permanent freestanding changeable sign located on-site containing changeable copy.
 - (c) Drive-through sign. A type of permanent changeable sign used in conjunction with vehicular drive-through lanes.
 - [1] Drive-through signs shall require a conditional use permit. The conditional use permit application for a drive-through sign is typically reviewed as a component of a conditional use permit application for an in-vehicle sales and service land use, but a drive-through sign may be applied for as a distinct conditional use permit.
 - [2] Drive-through signs shall be freestanding or mounted on the exterior wall of the building containing the use.
 - [3] Freestanding two-way microphone/speaker devices shall not count towards the maximum permitted area of the drive-through sign.

B. Definitions and rules related to the temporary sign structures group:

Temporary Sign. A temporary sign which directs attention upon the site where the sign is located. Temporary signs do not require a sign permit and are typically used to be temporary. "Temporary signs" are a sign group containing various sign categories and sign types that are eligible to use. Temporary sign includes the following sign categories: temporary board and banner signs, temporary changeable signs, and temporary approved development signs. See Table 550-132A(2) for additional rules and time restrictions for temporary signs related to zoning district.

- (1) Temporary board and banner sign category. A sign located outside of a

building for up to two limited periods of display in a calendar year. The following temporary board and banner sign types are addressed by this article:

- (a) Board sign. A type of temporary board and banner sign that is temporarily placed on the ground and is made of rigid material such as plywood or corrugated plastic.
 - (b) Banner sign. A type of temporary board and banner sign that is made of flexible materials such as cloth or vinyl and is supported along one or more sides or at two or more corners by wires, ropes, string, nails, or other removable fastening materials.
 - (c) Feather sign. A sign consisting of a piece of vertically elongated, flexible material such as cloth or vinyl which is affixed to a single pole driven into the ground or portable base.
- (2) Temporary changeable sign category. A sign that typically changes daily and which usually includes changeable copy. The following temporary changeable sign types are addressed by this article:
- (a) Sandwich board sign. A temporary, freestanding sign that typically changes daily and which usually includes changeable copy.
 - [1] Sandwich board signs shall be permitted only in the Central Business (CB) Zoning District. Only one sandwich board sign per sidewalk entrance shall be permitted.
 - [a] Fire exits shall not count as a sidewalk entrance.
 - [2] Sandwich board signs shall not count towards the number of signs, or the area of signs allowed on the property.
 - [3] Location requirements for sandwich board signs.
 - [a] Sandwich board signs are permitted within a street terrace or on private property within the Central Business (CB) Zoning District.
 - [b] Sandwich board signs within a street terrace shall only be located within the street frontage of the principal structure of which the owner or tenant occupy.
 - [c] Sandwich board signs shall only be located on the street frontage for which the sidewalk entrance is located.
 - [d] Sandwich board signs shall be placed to allow a minimum of 36 inches of unobstructed sidewalk passage.
 - [e] Sandwich board signs shall be placed a minimum of one foot from any of the following: doorway, loading zone, crosswalk, curb cut, bike rack, bench or any other public facility or fixture

for vehicles or pedestrians.

- [f] Sandwich board signs shall not obstruct access to any fire hydrant, fire escape or fire door, or obstruct the clear view of any traffic signal, regulatory sign, or street sign. Whether such a prohibited obstruction is created by the sandwich board sign shall be in the sole, exclusive and irrebuttable determination of the City.
 - [g] Sandwich board signs shall meet the visibility standards of § 550-106.
 - [h] Sandwich board signs shall be kept inside the building when the property owner or tenant is not occupying the principal structure.
- [4] Configuration requirements for sandwich board signs.
- [a] No portion of a sandwich board sign shall be more than four feet high or more than two feet wide, including any part of its frame or supporting structure.
 - [b] Anything attached to a sandwich board sign shall not project outside the perimeter of the sign face nor project in excess of one inch from the sign face.
- [5] Material requirements for sandwich board signs.
- [a] Sandwich board signs may be made of any material.
 - [b] Sandwich board signs shall be heavy enough to remain stable in moderate wind conditions.
- [6] Illumination requirements for sandwich board signs.
- [a] Sandwich board signs may not be illuminated by any means other than an ambient light source, such as the sun or a streetlight.
- (3) Temporary approved development sign category. A sign which is limited to display only during the active development of an approved building or City-approved plat. The following temporary approved development sign types are addressed by this article:
- (a) Active building board sign. A type of temporary approved development sign that is made of banner material or rigid material such as plywood or corrugated plastic, which may be displayed only on the site of a building under construction.
 - (b) Active plat board sign. A type of temporary approved development sign that is made of a banner material or rigid material such as plywood or

corrugated plastic, which may be displayed only on the site of a subdivision plat under construction.

- (4) Prohibited temporary sign category. Exterior signs or similar eye-catching devices with the characteristics described in § 550-135 are prohibited at all times by this article.

C. Definitions and rules related to the permanent miscellaneous sign group:

Permanent miscellaneous sign. A permanent sign that is available to all sites in the City regardless of land use. "Permanent miscellaneous signs" is a sign group containing various sign categories and sign types that a parcel is eligible to use. Permanent miscellaneous signs includes the following sign categories: optional miscellaneous signs. See Table 550-132A(3) for additional rules for permanent miscellaneous signs related to zoning districts.

- (1) Optional miscellaneous sign category. Signs in this category are only permitted through official government action, including designation of historic places, creation of outlots in a plat or certified survey map. The following optional miscellaneous sign types are addressed by this article:

- (a) Plaque sign. A type of optional miscellaneous sign available to officially-recognized federal, state, or local historic properties, sites, or districts.
- (b) Permanent plat sign. A type of optional miscellaneous sign typically indicating the name of a neighborhood, neighborhood association, or subdivision approved by the Plan Commission and/or Common Council of the City of Watertown.

[1] Permanent plat signs shall require a conditional use permit.

[2] Permanent plat signs shall be configured as dual post signs or monument signs.

D. Definition and rules to the temporary miscellaneous sign group:

Temporary miscellaneous sign: A temporary on-site sign. Temporary miscellaneous signs do not require a sign permit and are typically used to be temporary. "Temporary miscellaneous signs" is a sign group containing one sign category, yard signs, which is available to all land uses. See Table 550-132A(4).

- (1) Yard sign category. A sign category that is intended to accommodate a wide variety of sign purposes, often needed on a temporary basis. Such signs are freestanding and mounted on one or two stakes or posts and do not have footings. The following yard sign types are addressed by this article:

- (a) Stake sign. A type of yard sign that consists of a sign face erected upon one or more metal wires or wood, metal, or plastic stakes of no more than three inches in width.

- (b) Frame sign. A type of yard sign that consists of a frame into which a sign

face can be inserted and erected upon two wood, metal, or plastic stakes or ground spikes.

- (c) Arm and post sign. A type of yard sign mounted on a post or posts, either with a bracket arm extending outward to support a hanging sign, with the sign attached directly to the side of the post, or with the sign mounted between two posts.

E. Prohibited signs. Refer to § 550-135 for additional sign prohibitions and limitations.

- (1) Abandoned sign. Any sign and/or sign structure remaining in place on a site or a portion of a site (such as a single tenant in a multitenant building) that has been vacant, closed, or otherwise unoccupied for a period of 90 days. See § 550-158 for removal of abandoned signs and sign structures.
- (2) Vehicle sign. A vehicle, trailer, or other piece of equipment which contains any sign or advertising device, which is unlicensed and/or inoperable, and which fall under Chapter 497 of the City of Watertown Municipal Code.
 - (a) Vehicles legally parked in any of the locations described below shall not be considered vehicle signs.
 - [1] A vehicle parked on-site and in a parking space designated for vehicle parking or storage on a site plan approved by the City; or
 - [2] A vehicle legally parked on-site at the residence of an employee (including driveways and legal off-street parking spaces).
- (3) Beacon/search beacon sign. Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same site as the light source; also, any light with one or more beams that rotate or move.
- (4) Flashing/scrolling/animated sign. A sign having lights or illumination which flashes, scrolls, moves, rotates, twinkles, blinks, flickers, varies in intensity of color, or uses intermittent electrical pulsations. Electronic message signs meeting the definition and requirements of § 550-131.1 of this chapter shall not be considered flashing, scrolling, or animated signs.
- (5) Graffiti. Means any unauthorized inscription, word, figure, painting or other defacement that is written, marked, etched, scratched, sprayed, drawn, painted, or engraved on or otherwise affixed to any surface of public or private property by any graffiti implement, to the extent that the graffiti was not authorized in advance by the owner or occupant of the property, or despite advance authorization, is otherwise deemed a public nuisance by the City. Graffiti includes snipe signs.
- (6) Inflatable sign. A sign capable of being filled with and expanding by air or other gas, including animated or "dancing" inflatable signs.
- (7) Mobile/portable sign. A sign not permanently attached to the ground that is

designed to be moved from one location to another. Also, a sign mounted on a frame or chassis designed to be easily relocated, including unlicensed or inoperable vehicles and/or trailers whose principal use is for signage.

- (a) Licensed and operable vehicles, trailers, or other pieces of equipment shall not be considered mobile or portable signs.
 - (b) Sandwich board signs meeting the definition and requirements of § 550-131B(3)(a) of this chapter shall not be considered mobile or portable signs.
 - (c) Feather signs meeting the definitions and requirements of § 550-131B(2)(c) of this chapter shall not be considered mobile or portable signs.
- (8) Off-premises advertising sign. A sign which directs attention to a business, commodity, service, or entertainment that is conducted, sold, or offered elsewhere than upon the site where the sign is displayed. Off-premises advertising signs include billboards.
- (a) Existing legal off-premises advertising signs made nonconforming by this section shall be permitted to continue as legal, nonconforming signs, subject to the requirements of § 550-137. These legal nonconforming signs include the following list:
 - [1] Highway 26 north (business), at the approximate address of 1101 North Church Street: one eight-foot-by-fifteen-foot double-faced triangular sign and one eight-foot-by-nine-foot single-faced sign;
 - [2] Highway 26 south (business), located at the approximate address of 38 Stimpson Street: one eight-foot-by-twenty-foot double-faced sign;
 - [3] Highway 26 south (business), located at the approximate address of 1610 South Church Street: one eight-foot-by-ten-foot single-faced sign;
 - [4] Highway 19 west, located at the approximate address of 940 West Main Street: two ten-foot-by-eighteen-foot single-faced side-by-side signs;
 - [5] Highway 19 east, located at the approximate address of 323 Summit Avenue: one eight-foot-by-eight-foot single-faced sign; and
 - [6] Highway 16, located at the approximate address of 804 Hillside Lane: one eight-foot-by-twelve-foot double-faced sign.
- (9) Roof sign. A sign displayed above the eaves or cornice of a building, unless with an approved conditional use permit.
- (10) Snipe sign. Any small sign, generally of a temporary nature, made of any

material, when such sign is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences or other objects not erected, owned and maintained by the owner of the sign.

F. Other definitions.

BUILDING FRONTAGE — The width of the building facade that fronts a public street.

CHANGEABLE COPY — Sign copy that may be changed manually to provide different information such as boards with changeable letters, bulletin boards, and chalkboards.

COPY — Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

CUSTOMER ENTRANCE — The entrance that the public can use when an establishment is open to the public.

ELECTRONIC MESSAGE SIGN — See § 550-131.1.

ELEVATION, BUILDING — The view of any building or other structure from any one of four sides regardless of the configuration or orientation of a building. No building shall be treated as having more than four building elevations. Each elevation will generally be identified as a north, south, east or west building elevation.

EXTERNAL ILLUMINATION — The lighting of an object from a light source located a distance from the object.

FACADE — See "elevation, building."

GRAFFITI IMPLEMENT — An aerosol point container, a broad-tipped marker, gum label, paint stick or graffiti stick, etching equipment, brush, or any other device capable of scarring or leaving a visible mark on any natural or manmade surface.

HEIGHT OF SIGN — The vertical distance from the base of the sign at average grade to the top of the highest attached component of the sign. See § 550-133B for the measurement of sign height.

LIGHTING, AMBIENT — Illumination in which the only light that falls onto the sign comes from the sources that are available naturally (e.g., sunlight, moonlight) or from artificial lighting sources used for other purposes in the vicinity of the sign (e.g., streetlights, lighting installed for other purposes or sites).

LIGHTING, BACKLIT — Illumination that arranged in such a way that the light is cast from behind the sign to the eyes of the viewer. Often, the lighting element is unshielded but concealed behind individual freestanding letters, creating a silhouette effect.

LIGHTING, GOOSENECK — Illumination resulting from light emitted directly from a shielded light fixture located at the top of the sign and angled downward onto the sign face. The light fixture is attached to a curved neck which is often flexible, allowing the user to position the light source onto the sign face.

§ 550-131

§ 550-131.1

LIGHTING, INTERNAL — Illumination emanating from a lighting element that is located behind the sign face and which is completely enclosed. Such illumination is diffused through a translucent material such as plastic or frosted glass. These include internally-lit cabinets or internally-lit individual letters or characters.

MAINTAIN — Maintaining the existing appearance of the sign; replacing the sign face or the supporting structure with identical materials, colors, and messages; replacing electrical or lighting components that maintains the existing sign face; changing the message of a marquee sign; or changing the face of an off-premises advertising sign.

PLAT PHASE — The collection of lots, right-of-ways, and outlots located within the perimeter boundary of a City approved final plat.

SIGN AREA — The entire face of a sign, including the extreme limits of writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display but not including any supporting framework. See § 550-133D.

SIGN FACE — The area or display surface used for the message.

SITE — A site shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership under the jurisdiction of this chapter.

STREET FRONTAGE — The width of a parcel that fronts a public street.

TEMPORARY SIGN — A sign or advertising intended to be displayed for a certain limited period of time. If a sign display area is permanent, but the message displayed is subject to periodic changes, that sign shall not be considered as temporary. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose. Refer to Table 550-132A(2) and Table 550-132A(4) for rules and time periods related to temporary signs.

TENANT — A person who rents property for agricultural, residential, commercial, institutional, or industrial purposes. A property may have more than one tenant under a group development granted by the Plan Commission.

TENANT FRONTAGE — The portion of a building frontage occupied by a single tenant space having a public entrance within the building frontage. For a tenant located on the interior of a building without building frontage, the building elevation providing customer access shall be considered the tenant's frontage.

THREE-DIMENSIONAL SIGNS — Signs that have depth or relief on their surface. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.

WINDOW PANE — The area defined by any combination of the window frame and mullions located within said frame.

§ 550-131.1. Electronic message signs.

§ 550-131.1

§ 550-131.1

- A. Electronic message sign. A type of sign that displays a message which may be changed electronically to provide different information, and which includes computer signs, electronic reader boards, video screens, LCD signs, electronic time and temperature signs, and other signs with electronically-controlled changing or moving displays.
- (1) Electronic message signs shall be permitted only with a nonresidential land use.
 - (2) No more than one electronic message sign shall be permitted per site.
 - (3) Electronic message signs may be integrated into the design of the following sign types: monument signs, wall signs, or drive-through signs.
 - (a) Drive-through signs: no more than 33% of a sign's actual area shall contain an electronic message sign.
 - (b) Electronic message signs shall count toward the site's maximum permitted signage.
 - (4) Messages and nontext images shall not change appearance more than once every 60 seconds, and transition between messages shall be via instantaneous change. Use of electronic message signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered flashing, scrolling, or animated signs, which are prohibited per § 550-135.
 - (5) Electronic message signs shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.
 - (6) Electronic message signs shall comply with the exterior lighting standards of § 550-110.
 - (7) Electronic message signs shall be maintained so as to be able to display messages in a complete and legible manner.
 - (8) In addition to the setback requirements of this chapter, no electronic message sign shall be located within 100 feet of any parcel within a residential zoning district.
 - (a) Exception. Backlit or internally luminated signs may be replaced with an electronic message center that meets standards of § 550-131.1A. **[Added 11-1-2022 by Ord. No. 22-71]**
 - [1] The electronic message center's square footage shall not exceed an additional 10% of the original backlit or internally illuminated sign's square footage.
 - [2] This exception shall not apply to signs in historic and special districts under § 550-132B.

§ 550-131.1

§ 550-132

- (9) Electronic message signs existing prior to the adoption of this chapter and are not in conformance with this chapter are permitted as legal nonconforming signs per the requirements of § 550-137.

§ 550-131.2. Fuel price signs.

- A. Fuel price signs. A type of sign that lists the price of gasoline and diesel fuel sold on-site, as required by Wis. Stats. § 100.18(8).
 - (1) Fuel price signs shall not be separate signs, but rather shall be integrated into the design of a permitted monument sign, described in § 550-131A(1)(a) and in Table 550-132A(1).
 - (2) Fuel price signs may list up to one price per type of fuel, which shall be displayed on a single structure.
 - (3) Fuel price signs may be illuminated, per the exterior lighting standards of § 550-110.
 - (4) Fuel price signs may contain changeable copy or electronic message signs, per the requirements of § 550-131.1.

§ 550-131.3. Group developments.

- A. In order to accommodate increased signage needs for multitenant buildings, group developments (defined under § 550-68), shall be permitted an increase in total permitted sign area and height.
 - (1) Each tenant shall be eligible for integration into a group development sign. The allocation of sign area for each tenant shall be determined by the property owner.
 - (2) Group development signs shall be monument signs per § 550-131A(1)(a) or a wall sign per § 550-131A(2)(a).
 - (3) Group development signs may be increased by up to 50% in area and up to two feet in height.

§ 550-131.4. Street banners.

- A. Street banners displayed over a public street, alley, or highway shall be permitted only upon approval by the Engineering Division.
 - (1) Banners on City-owned bridges shall be permitted only upon approval by the Engineering Division.
- B. Street banners shall be displayed for limited period of time, as approved by the Engineering Division.
- C. Street banners shall be erected only in locations approved by the Engineering Division.

§ 550-132

§ 550-132

§ 550-132. Permitted sign rules.

A. Signs shall be allowed on private property in the City of Watertown in accordance with Tables 550-132A(1) through 550-132A(4), which addresses permitted signage as it relates to permits, quantity, area, location, lighting, and zoning districts. The requirements set forth in Tables 550-132A(1) through 550-132A(4) shall be declared to be part of this chapter. Figure 550-132A illustrates the specific sign types.

- (1) The rules for permanent signs are located in Table 550-132A(1).
- (2) The rules for temporary signs are located in Table 550-132A(2).
- (3) The rules for permanent miscellaneous signs are located in Table 550-132A(3).
- (4) The rules for temporary miscellaneous signs are located in Table 550-132A(4).

Table 550-132A(1): Permanent Sign Group ¹						Sign Area and Height Maximums for Zoning Districts		
Sign Categories and Sign Types	Sign Permit Needed	Number of Signs Allowed	Sign Area Formula (each side)	Sign Location Requirements	Sign Lighting Allowed	ER, CR, SR, TR	MR, SNR, RH, NO, NB	PO, PB, GB, CB, PI, GI, HI
A. Freestanding Sign Category:*								
1. Monument sign	Sign Permit required for each new sign.	Limit of 1 freestanding sign for every 330 feet of street frontage or 1 sign per each site entrance, regardless of the number of tenants	Maximum of 1 square foot of sign area for every foot of the site's street frontage - up to the District maximum	Minimum sign setback from each property line shall be greater than or equal to the sign height	Standard ²	2 square feet maximum area per sign 5 feet maximum height per sign	50 square feet maximum area per sign 6 feet maximum height per sign	100 square feet maximum area per sign 15 feet maximum height per sign
2. Dual post sign							50 square feet maximum area per sign 6 feet maximum height per sign	100 square feet maximum area per sign 6 feet maximum height per sign
3. Pylon sign							Not allowed	See § 550-132C
B. On-Building Sign Category:* All on-building signs on the same building facade shall be the same type of sign (1-5), below.								
1. Wall sign	Sign permit required for each new sign	Limit of 1 on-building sign for each tenant, on each building facade that faces (roughly parallel to) a public street	Maximum of 1 square foot of sign area for every foot of building's facade length - up to the District maximum	No part of any sign shall extend higher than the building parapet or eave and minimum overhang clearance required	Standard ²	2 square feet maximum area per sign	100 square feet maximum area per sign	200 square feet maximum area per sign
2. Awning sign					Ambient only			
3. Canopy sign					Ambient and internal			

§ 550-132

§ 550-132

Table 550-132A(1): Permanent Sign Group ¹						Sign Area and Height Maximums for Zoning Districts		
Sign Categories and Sign Types	Sign Permit Needed	Number of Signs Allowed	Sign Area Formula (each side)	Sign Location Requirements	Sign Lighting Allowed	ER, CR, SR, TR	MR, SNR, RH, NO, NB	PO, PB, GB, CB, PI, GI, HI
4. Marquee sign							100 square feet maximum area per sign	200 square feet maximum area per sign
5. Projecting sign							Not allowed	
C. Pedestrian Sign Category:* All pedestrian signs on the same building facade shall be the same type of sign (1-2), below.								
1. Blade sign	Sign permit required for each new sign	Limit of 1 pedestrian sign for each tenant.	None needed. Use maximum area limit	On-building. Must be located in front of a customer entrance.	Ambient only	Not allowed	14 square feet maximum area per sign	16 square feet maximum area per sign
2. Suspended sign								
D. Permanent Changeable Sign Category:*								
1. Wall-mounted changeable sign	Sign permit required for each new sign	Limit of 1 permanent changeable sign for each tenant.	None needed. Use max area limit	On-building. Maximum 4 inches from wall	Ambient only	Not allowed	8 feet maximum area per sign	
2. Freestanding changeable sign				Freestanding. Within 10 feet of public entrance			8 feet maximum height per sign 12 square feet maximum area per sign	
3. Drive-through sign				Per C.U.P.	Standard ²		Not allowed	24 square feet maximum area per sign 8 feet maximum height per sign

* Refer to § 550-131A for definition and rules for each sign category (lettered) and each sign type (numbered).

¹ Available to land uses identified in Article IV of this chapter as agricultural, institutional, commercial, storage or disposal, transportation, and industrial.

² "Standard" means the following forms of sign lighting: ambient, backlit, internal character or cabinet, and gooseneck.

Table 550-132A(2): Temporary Sign Group ¹						Sign Area and Height Maximums for Zoning Districts		
Sign Categories and Sign Types	Sign Permit Needed	Number of Signs Allowed	Sign Area Formula (each side)	Sign Location Requirements	Sign Lighting Allowed	ER, CR, SR, TR	MR, SNR, RH, NO, NB	PO, PB, GB, CB, PI, GI, HI
A. Temporary Board & Banner Sign Category:* Temporary board, banner, or feather sign maybe displayed permanently, but typically are not.								
1. Board sign	Sign permit not required	Any combination of sign type, not to exceed 2 signs per site, or 1 sign per each site entrance, or Limit 1 sign type per each tenant	None needed. Use maximum area limit	On-building or free-standing. Minimum sign setback from each property line shall be greater or equal to the sign height.	Ambient only	32 square feet maximum area per sign	40 square feet maximum area per sign	
2. Banner sign						6 feet maximum height per sign	6 feet maximum height per sign	

Table 550-132A(2): Temporary Sign Group ¹						Sign Area and Height Maximums for Zoning Districts		
Sign Categories and Sign Types	Sign Permit Needed	Number of Signs Allowed	Sign Area Formula (each side)	Sign Location Requirements	Sign Lighting Allowed	ER, CR, SR, TR	MR, SNR, RH, NO, NB	PO, PB, GB, CB, PI, GI, HI
3. Feather sign		Limit of 2 feather signs for each site or limit 1 per each tenant				Not allowed	30 square feet maximum area per sign 10 feet maximum height per sign	
B. Temporary Changeable Sign Category: * Temporary changeable signs may be displayed daily ³								
1. Sandwich board sign	Sign permit not required	Limit of 1 Sandwich Board Sign per sidewalk entrance during owner/tenant occupation of the property.	Shall not be more than four feet high or more than two feet wide, including frame or supporting structure.	Street terrace or on private property within the Central Business (CB) Zoning District	Ambient only	Not allowed	Allowed in CB Zoning District Only 8 square feet maximum area per sign 4 feet maximum height per sign	
C. Temporary Approved Development Sign Category: *								
1. Active building board sign	Sign permit not required	Limit of 1 for each approved building with a valid Building Permit	None needed. Use max area limit	On-building or free-standing. Minimum sign setback from each property line shall be greater or equal to the sign height	Ambient only	32 square feet maximum area per sign 6 feet maximum height per sign		
2. Active plat board sign		Limit of 1 for each public street intersection at the perimeter of any active plat phase				32 square feet maximum area per sign 6 feet maximum height per sign		

* Refer to § 550-131B for definition and rules for each sign category (lettered) and each sign type (numbered).

¹ Available to land uses identified in Article IV of this chapter as agricultural, institutional, commercial, storage or disposal, transportation, and industrial.

³ Shall be kept inside the principal structure when the property owner or tenant is not occupying the principal structure.

Table 550-132A(3): Permanent Misc. Sign Group ¹						Sign Area and Height Maximums for Zoning Districts		
Sign Categories and Sign Types	Sign Permit Needed	Number of Signs Allowed	Sign Area Formula (each side)	Sign Location Requirements	Sign Lighting Allowed	ER, CR, SR, TR, MR, SNR	RH, NO, NB	PO, PB, GB, CB, PI, GI, HI
B. Optional Miscellaneous Sign Category: *								
1. Plaque sign	Sign permit required for each new sign	Up to 3 per designated historic property, site, or district	None needed. Use max area limit	On-building, within 10 feet of the main entrance.	Ambient only	6 square feet maximum area per sign 8 feet maximum height per sign		
2. Permanent plat sign		Per final plat or Certified Survey Map		In plat or Certified Survey Map Outlot	Ambient only	100 square feet maximum area per sign 8 feet maximum height per sign		

§ 550-132

§ 550-132

* Refer to § 550-131C for definition and rules for each sign category (lettered) and each sign type (numbered).

¹ Available to all land uses.

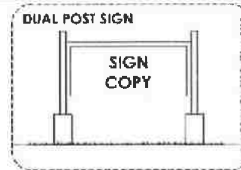
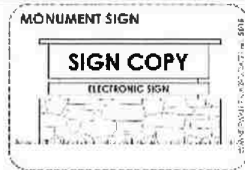
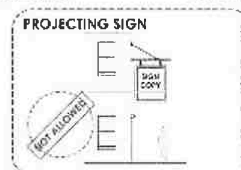
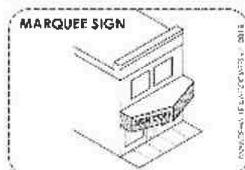
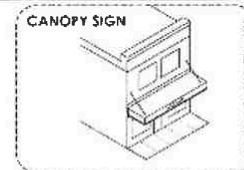
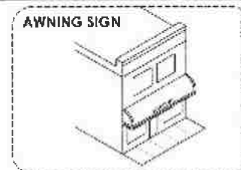
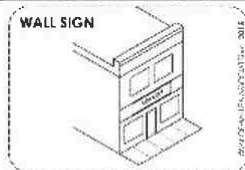
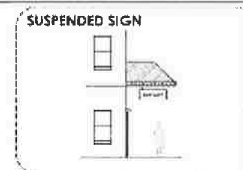
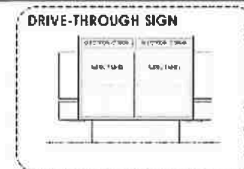
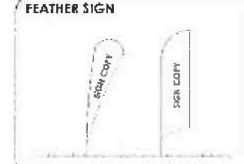
² "Standard" means the following forms of sign lighting: ambient, backlit, internal character or cabinet, and gooseneck

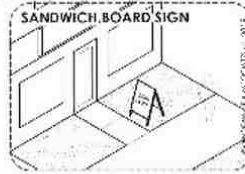
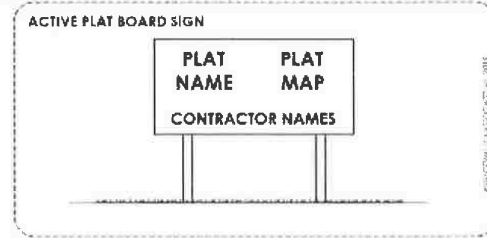
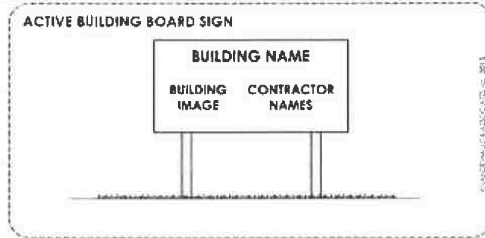
Table 550-132A(4): Temporary Misc. Sign Group ¹						Sign Area and Height Maximums for Zoning Districts		
Sign Categories and Sign Types	Sign Permit Needed	Number of Signs Allowed	Sign Area Formula (each side)	Sign Location Requirements	Sign Lighting Allowed	ER, CR, SR, TR, MR, SNR	RH, NO, NB	PO, PB, GB, CB, PI, GI, HI
A. Yard Sign Category:* A Yard Sign may be displayed permanently, but typically is not.								
1. Stake sign	Sign permit not required	Unlimited	None needed. Use maximum area limit. ²	Must be located on-site. ²	Ambient only	6 square feet maximum area per sign 4 feet maximum height per sign		
2. Frame sign				Minimum sign setback from each property line shall be greater than or equal to sign height.		9 square feet maximum area per sign 6 feet maximum height per sign		
3. Arm and post sign								

* Refer to § 550-131D for definition and rules for each sign category (lettered) and each sign type (numbered).

¹ Available to all land uses.

² Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area).

Figure 550-132A: Illustration of Sign Types**Freestanding Sign Category****On-Building Sign Category****Pedestrian Sign Category****Permanent Changeable Sign Category****Temporary Board & Banner Sign Category**

Temporary Changeable Sign Category**Temporary Approved Development Sign Category****Optional Miscellaneous Sign Category****Yard Sign Category****B. Signs in historic and special districts.**

- (1) In designated historic districts and special districts, in addition to the sign regulations in this article, all signs within any historic district and special district shall be subject to the provisions of Chapter 325, Historic Preservation, of the City's Municipal Code.
- (2) Prior to the issuance of a sign permit, as defined in § 550-134C the applicant shall have the design reviewed by the Historic Preservation and Downtown Design Commission prior to approval.
- (3) All internally illuminated signs, plastic or otherwise, are strictly prohibited within a historic district.
 - (a) Except marquee signs, defined under § 550-131A(2)(d).
- (4) Marquee signs.
 - (a) Marquee signs shall be permitted on a historic site or a contributing property with evidence, historic photos and any other documentation of a prior marquee sign.

- (b) Marquee signs on a historic site or a contributing property shall be restored to their original appearance and dimensions based on historic photos and any other documentation.
 - [1] The City of Watertown Historic Preservation and Downtown Design Commission may, with the granting of a certificate of appropriateness, allow a marquee sign to deviate from the original appearance and dimension based on historic photos and any other documentation.
- (c) Marquee signs on a historic site or a contributing property may have lighting restored to their original appearance and dimensions based on historic photos and any other documentation.
- (d) Marquee signs on a noncontributing property may be allowed pending a certificate of appropriateness from the City of Watertown Historic Preservation and Downtown Design Commission.
- (5) All pedestrian category signs within an historic district or a special district shall be designed to enhance and complement the historic character of the buildings within the historic district or special district and shall be subject to the following guidelines:
 - (a) No building may have more than one pedestrian category sign per customer entrance and no more than one pedestrian category sign per tenant for each street frontage where the building is built up to the sidewalk.
 - (b) No pedestrian category sign shall be more than four feet in width, with a maximum total outward extension, including bracketry, of five feet from the building to which it is attached. The pedestrian category sign itself shall not be closer than six inches to the building to which it is attached.
 - (c) Three-dimensional signs are allowed but may not exceed two feet at their largest cross section. The sign message shall be limited to the two surfaces perpendicular to the building.
 - (d) All fasteners and bracketry shall be securely fastened to the building at both the top and bottom of the sign. All bracketry shall be part of the overall design and shall be made to enhance the sign. The fasteners shall be bolted to masonry joints wherever possible to avoid damage to brick or stonework.
 - (e) Pedestrian category signs shall be positioned so they are an integral design feature of the building and should help to define and enhance architectural features. Signs shall only be placed in the horizontal lintels or "sign space" above the storefront windows or in other historically appropriate areas approved by the Historic Preservation and Downtown Design Commission.

- (f) No pedestrian category signs shall be placed, mounted or erected in such a manner as to interfere with any exit, fire escape, window or architectural ornamentation.
- (g) Pedestrian category signs may be externally illuminated only as follows:
 - [1] Gooseneck lighting from above the sign.
 - [2] Lighting shall be directed onto the sign and no other part of the building.
- (h) Sign colors should blend with the building facade to which the sign is attached. No more than six colors shall be used. Colors shall be selected from the low-intensity colors on the color chart provided by the Historic Preservation and Downtown Design Commission.
- (i) Allowable pedestrian category sign materials shall be made of a rigid standardized sign material (e.g., wood, wood laminate, metal, etc.).

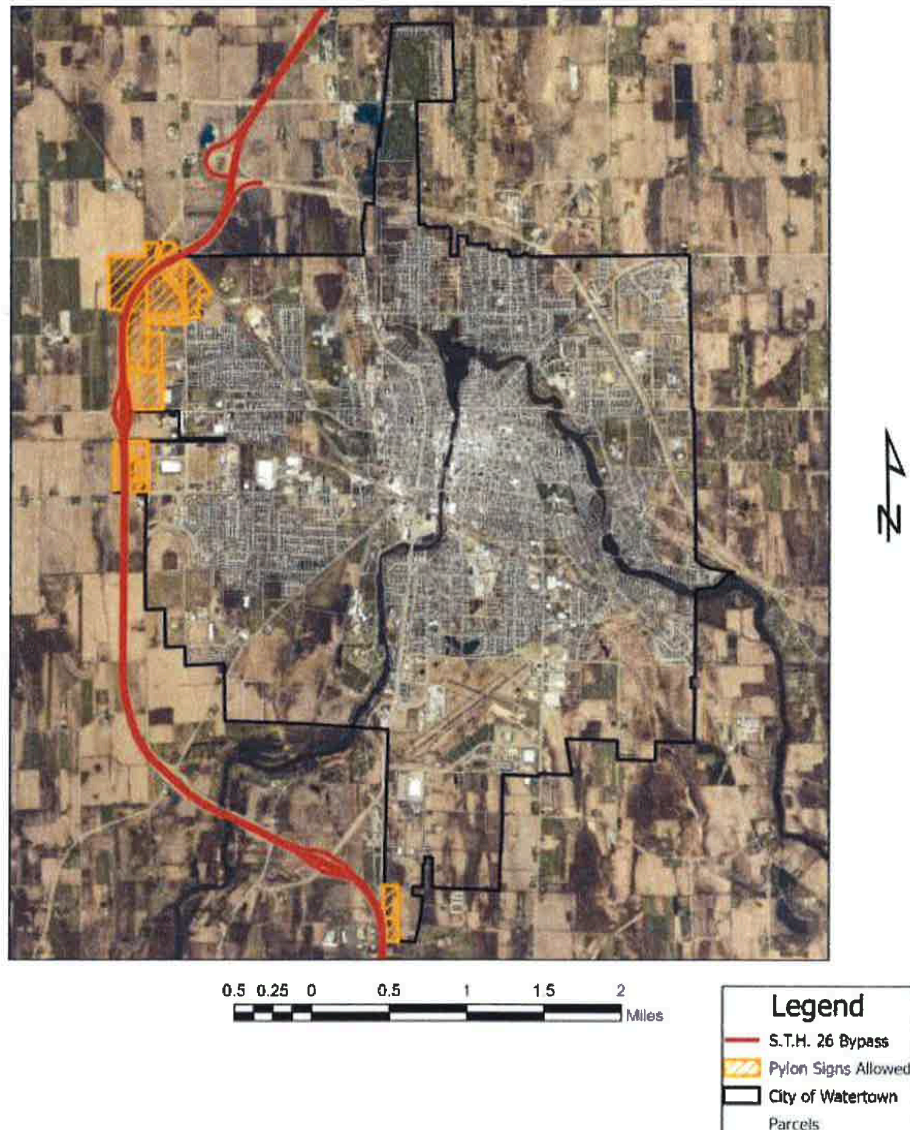
C. S.T.H. 26 pylon sign allowance areas.

- (1) Location. Pylon signs shall only be permitted within the S.T.H. 26 pylon sign allowance areas in Figure 550-132C.
- (2) Height. Pylon signs may not exceed the maximum building height bulk requirement for the corresponding Zoning District for the property upon which the pylon sign is being erected.
 - (a) Pylon signs may exceed said maximum height regulations with the granting of a conditional use permit which specifically states the maximum permitted height of the proposed pylon sign.
 - (b) In no instance shall a pylon sign extend into the Airport Approach Protection Zone or Height Limitation Zone identified in Chapter 211 of the City of Watertown Municipal Code.
- (3) Maximum permitted sign area: one square foot of signage for every foot of the adjacent public street frontage selected for the lot — up to a maximum sign area of 150 square feet.
- (4) Pylon signs shall have signage plans approved and stamped by a professional engineer registered in the State of Wisconsin and accompanied by a statement of compliance with state laws.
- (5) Pylon signs shall meet all other requirements for the freestanding sign category in Table 550-132A(1).

Figure 550-132C: S.T.H. 26 Pylon Sign Allowance Area

S.T.H. 26 Pylon Sign Allowance Areas

City of Watertown, WI



Section § 550-133: Sign Setback, Height, Measurement, and Flexibility

§ 550-133. Sign setback, height, measurement, and flexibility.

- A. Sign setbacks. Freestanding signs shall be set back a distance greater than or equal to the height of the sign and shall be set back no less than five feet from the property line. See Subsection B(1) below.
- B. Sign height.

§ 550-133

§ 550-133

- (1) In all instances, the maximum permitted sign height shall be less than or equal to the sign's provided setback. See Subsection A above.
 - (2) The height of a freestanding sign shall be measured from the average ground level adjacent to the sign to the top of the sign, or from the centerline grade of the nearest adjacent public road, if such information is supplied by the permit application and confirmed by the Zoning Administrator, whichever is higher.
 - (3) The average ground level is defined as the average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other area shall be considered as the ground level.
- C. Minimum ground clearance. All awning, canopy, marquee, blade, and suspended signs shall have a minimum clearance of 14 feet above a drive, alley, or street and a minimum of eight feet above a sidewalk, path, trail, or other ground-level surface.
- D. Measurement of sign area: The measurement of sign area is based on the arrangement of sign copy and sign background.
- (1) In the case of a freestanding sign (including three-dimensional objects), sign area includes the total sign areas that can be viewed from any single vantage point, i.e., for a typical freestanding sign that faces two directions, only the largest sign face visible from any single vantage point shall count toward the total permitted sign area. Sign area shall not include any elements of the sign structure designed solely for support of the sign structure and located below or to the side of the sign message. Examples of parts of a freestanding sign structure which are exempt from the sign area include sign base and the supporting columns, posts, or poles.
 - (2) For signs comprised of individual letters and related copy which are attached to a background surface with one or more neutral surface colors, sign area shall be measured as the sum of the smallest rectangle enclosing each letter or related copy. (See Example 1 in Figure 550-133.)
 - (3) For signs comprised of individual letters and related copy which are attached to a background surface with one or more non-neutral background colors, sign area shall be measured as the sum of the smallest rectangles and right triangles enclosing entire sign message and any and all non-neutral background color areas. (See Example 2 in Figure 550-133.)
 - (4) For signs comprised of letters and related copy surrounded by one or more sign background colors on a single panel, frame, or cabinet, the sign area shall be measured as the smallest single rectangle enclosing the entire sign message and any and all background color areas. (See Example 3 in Figure 550-133.)
 - (5) For signs comprised of individual letters and related copy surrounded by one or more sign background colors on individual panels, sign area shall be measured as the smallest single rectangle enclosing the entire sign message

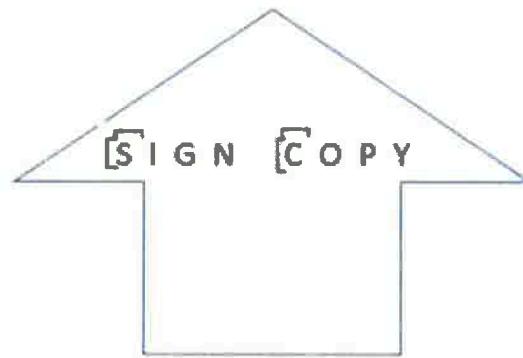
§ 550-133

§ 550-133

and any and all background color areas. (See Example 4 in Figure 550-133.)

- (6) For signs comprised on one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.

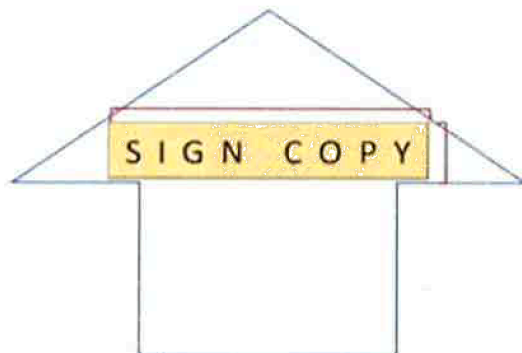
Figure 550-133: Measurement of Sign Area



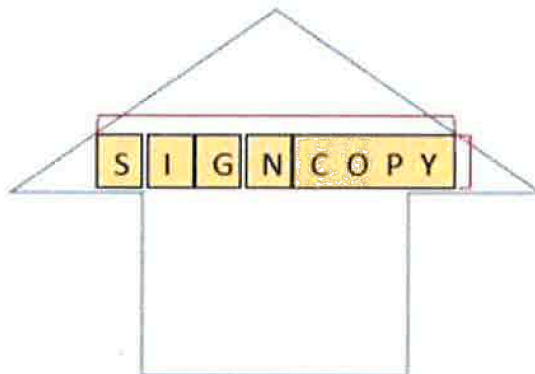
Example 1:
Individual letters on a neutral surface
Sum of smallest rectangles



Example 2:
Individual letters on a colored background
Sum of smallest rectangles and right triangles



Example 3:
Individual letters or words grouped on one or more panels
Smallest single rectangle



Example 4:
Individual letters on separate panels
Smallest single rectangle

§ 550-134

§ 550-134

§ 550-134. Sign permits - Application, enforcement, and revocation.**A. Applicability.**

- (1) No permanent signs listed under § 550-131A or optional miscellaneous signs listed under § 550-131C(2) shall be erected, installed, constructed, or maintained without the granting of a permit from the Zoning Administrator in accordance with the provisions of this section.
- (2) For signs requiring a permit in Subsection A(1), above, this section shall apply and be construed to require a permit for a change of copy on any sign or changes in the sign structure.
- (3) This section shall not apply to repainting or resurfacing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
- (4) No new permit is required for signs which are in place as of the effective date this chapter, and such signs may remain as legal nonconforming signs. Any alterations or relocation of such signs shall conform to the requirements of this chapter. Refer to § 550-137 for rules pertaining to nonconforming signs.
- (5) Any sign permit granted hereunder may not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
- (6) Each proposed sign on a parcel shall constitute an individual permit.

B. Sign permit application. Each sign permit application shall include:

- (1) The name, address, phone number, email address, and signature of the applicant.
- (2) The name of the business or land use the proposed sign will serve.
- (3) The name, address, phone number, email address, and signature of the property owner.
- (4) The name, address, phone number, and email address of the sign contractor.
- (5) The property's zoning designation.
- (6) The property's current land use or uses for entire subject property, including all indoor and outdoor areas.
- (7) A signage plan, drawn to a recognizable scale, shall be submitted showing the following:
 - (a) Location, type, height, width, and area of the proposed sign.
 - (b) Location, type, height, width, and area of all existing signs on the property and indication of whether sign(s) will remain or be removed/replaced.

- (c) All property lines and buildings on the property and within 50 feet of the proposed sign.
 - (d) All parking areas, driveways, and public roads.
 - (e) Methods of attachment, structural support, method of illumination, and sign materials.
 - (f) Approximate value of the sign to be installed, including cost of installation.
- (8) If the sign has lighting or an electrical component and the sign contractor is not UL listed, the applicant shall have an electrical subcontractor to supervise the work and obtain an electrical permit.
 - (9) Payment of the sign permit fee as established by the Common Council and may from time to time be modified by resolution. A schedule of fees established by the Common Council shall be available for review in City Hall.
 - (10) If any sign is suspended, projects above, or within a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on proof of liability insurance from the property owner and tenant.
 - (11) A written statement that all temporary signs will be removed per the limits.
 - (12) Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
 - (13) Any existing or proposed sign on property abutting a state highway shall also require approval from the Wisconsin Department of Transportation.

C. Granting and issuance.

- (1) The Zoning Administrator shall review the application to ensure it is complete per the requirements of Subsection B, above.
- (2) In cases where no other review or approvals are required under this chapter, the Zoning Administrator shall review said application for compliance with Subsection D, below, and shall, in writing, either approve or deny said permit within 10 working days of the acceptance of the complete application and payment of the required fee.
- (3) Denial of a sign permit shall not result in total or partial reimbursement of permit fee paid.
- (4) A granted sign permit shall expire, and shall be null and void, if the sign is not attached or erected within 180 days of the issuance of the sign permit.

D. Basis for granting a sign permit. In deciding whether or not to grant a sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of this chapter. In such review, the Zoning Administrator may also consider the following factors:

- (1) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety.
 - (2) Whether the sign is in compliance with all provisions of the City of Watertown Municipal Code and Building Code, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity.
- E. Enforcement and revocation of sign permit.
- (1) A sign permit may be revoked if the applicant has failed to comply with the provisions of this chapter or any conditions that may have accompanied the permit at the time of issuance. Revocation requires written notice by either the Zoning Administrator for Zoning Ordinance violations or the Building Inspector for Building Code or other construction code violations.
 - (2) In the event that construction, installation, or manufacture of a sign for which a permit has been issued but has not commenced within 180 days from the date of the issuance of such permit, said permit shall be null and void and automatically revoked. If work authorized by such permit is suspended or abandoned for a period of 90 days any time after the work is commenced, the original permit shall become null and void. In such cases, a new permit shall be obtained to complete the work and a new permit fee shall be required.
 - (3) Any sign subject to a revoked permit shall be removed by the licensee, sign owner, or property owner within 45 days of such revocation.
 - (4) Revocation shall not result in total or partial reimbursement of permit fees paid.
- F. Appeals. Any person affected by a decision of the Zoning Administrator may petition for a hearing before the Zoning Board of Appeals. The filing of such petition automatically stays removal of any sign involved and already legally erected until the Zoning Board of Appeals decides whether to sustain, modify, or withdraw the notice.
- G. Removal of signs in violation of this chapter.
- (1) If the Zoning Administrator determines that any sign exists in violation of this chapter, the Zoning Administrator shall notify the sign permit holder or the owner of the property on which the sign is located. Said notification shall indicate that such violation shall be corrected within 60 days of receipt of said notice on penalty of automatic revocation of any sign permit, and that removal of the sign by the City may occur at the expense of the owner of the property.
 - (2) If notification is sent and the violation is not corrected within 60 days, the Zoning Administrator shall revoke the permit for any sign which is in violation of this chapter. It shall be the duty of the Zoning Administrator to cause removal of such sign.
 - (3) The expense of removing such sign shall be charged to the owner of the

§ 550-134

§ 550-135

property on which the sign is located. If the owner fails to pay such expense within one month of being billed therefore, or has not made arrangement for payment satisfactory to the City Attorney, then such expense shall become a lien on the property and shall be placed upon the tax roll.

- (4) Any sign illegally placed in a public right-of-way shall be subject to immediate removal and confiscation without notice by the Zoning Administrator.

§ 550-135. Sign prohibitions and limitations.

The regulations contained in this subsection apply to signs in all zoning districts.

A. Sign prohibitions.

- (1) No sign shall be erected at any location where it may, by reasons of its position, shape, color or design, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, nor shall such sign make use of words such as "stop," "look," "danger," or any other word, phrase, symbol or character in such a manner as to interfere with, mislead, or confuse users of streets or highways.
- (2) No fluttering, undulating, swinging, rotating, or otherwise moving signs such as windsocks, motorized signs, pennants, and streamers shall be permitted. This shall not apply to temporary board and banner signs as defined in § 550-131B(1) or street banners as defined in § 550-131.4.
- (3) No signs shall project above the building parapet or eave.
- (4) No flashing, scrolling, or animated signs shall be permitted.
- (5) No signs shall be mounted to an unlicensed trailer or other unlicensed vehicle.
- (6) No beacons or search beacons shall be permitted.
- (7) No billboards or off-premise advertising shall be permitted.
- (8) No abandoned signs shall be permitted. See § 550-131E(1).
- (9) No sign, temporary or permanent, shall be displayed on private property without the owner's permission.

B. Sign limitations.

- (1) No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape, and no sign shall be attached to a standpipe or fire escape.
- (2) No sign shall be placed in a manner that would impede vehicular or pedestrian safety or impede access or visibility. Signs shall meet the visibility requirements of § 550-106.
- (3) No signs shall be erected, installed, or placed on a parcel that is owned by the

City of Watertown.

- (4) No private sign shall be attached to or painted on any natural feature (e.g. tree or rock), fence, fire hydrant, public utility pole, public light pole, or traffic regulatory structure.
- (5) Except for permitted awning, canopy, marquee, blade, and suspended signs, or unless otherwise allowed by this chapter, no sign shall be permitted within or extend into a public right-of-way.
 - (a) Sandwich board signs under § 550-131B(2)(a) shall also be exempt.
- (6) No person shall: paste, tape, staple, or otherwise fasten any paper or other material to, nor paint, stencil, or otherwise write or color any object, vegetation, or pavement located within any street right-of-way; nor shall any of such object, vegetation, or pavement be defaced in any manner. The only exception to these restrictions is that painting may be allowed on public infrastructure (e.g. curbs, fire hydrants, sidewalk, electrical panels/boxes) when approved by the Common Council upon receiving a favorable recommendation from the Public Works Commission, after review of a written request.
- (7) No sign shall violate Chapter 532 of the City of Watertown Municipal Code.

§ 550-136. Appearance, construction and maintenance of signage.

- A. All signs shall be constructed, mounted, and maintained so as to comply with the appropriate detailed provisions of the Building Code as adopted by the City relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the Electric Code as adopted by the City.
- B. The base or support(s) of all ground-mounted signs shall be securely anchored to a concrete base or footing and shall meet applicable minimum wind load capabilities.
- C. The footing and related supporting structure of a permanent freestanding sign, including bolts, flanges, and brackets, shall be concealed by landscaping using the formula of two landscaping points for every foot of sign's width as measured on the sign face or sign base — whichever is greater.
- D. Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces should be mechanically fastened to mortar joints only and not directly into brick or stone. Drilling to provide electrical service shall follow the same rule.
- E. No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to minimize any lateral movement that would cause wear on the sign face or supporting members or connections.
- F. All permanent signs and their supporting members shall be constructed of

§ 550-136

§ 550-137

standardized sign materials,

- G. Sign materials should be compatible with the design of the face of the facade where they are placed and should contribute to the legibility of the sign.
- H. No combustible materials other than approved plastics shall be used in the construction of electrical signs.
- I. All signage within the jurisdiction of this chapter shall remain in a state of proper maintenance. Proper maintenance shall be the absence of loose materials (including peeling paint, paper or other material), absence of electrical and lighting failure (including burned-out light bulbs or lighting fixtures), the lack of excessive rust, the lack of excessive vibration or shaking, absence of fading or faded colors and/or text, and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof.
- J. Every freestanding or on-building sign hereafter erected shall have marked in a conspicuous place thereon the date of erection, the manufacture's name, and the voltage of any electrical apparatus used in connection therewith.
- K. The repainting, changing of parts, and preventive maintenance of signs which completely conform to the requirements of this chapter, and result in absolutely no change in the appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.
- L. The owner, lessee, or manager of a sign, and the owner of the land on which the same is located, shall keep grass or weeds and other growth cut and debris and rubbish cleaned up and removed from the site on which the sign is located.
- M. Any signs which may be, or may hereafter become rotted, unsafe, or in a state which is not properly maintained shall be repaired or removed by the licensee or owner of the sign or owner of the property upon which the sign stands, upon notice of the Zoning Administrator.

§ 550-137. Nonconforming signs.

- A. Nonconforming signs. Permanent signs existing as of the effective date of this chapter, which do not conform to the provisions of this chapter, such as brightness, scrolling, size, height, and location provisions, shall be nonconforming signs.
- B. Continuation of a nonconforming sign.
 - (1) Nonconforming signs shall be maintained.
 - (2) Nonconforming signs shall not be altered or moved to a new location without being brought into compliance with the requirements of this chapter. See Subsection C(1), below, for what would constitute an alteration of a sign.
 - (3) When the principal structure located on the site undergoes a change in land use per the land use described in Article IV of this chapter, all nonconforming signs shall be brought into conformance with the provisions of this chapter or

shall be removed.

- (4) Whenever there is a change in the sign user (excluding off-premises advertising signs), sign owner, or owner of the property on which the sign is located, the new sign user, sign owner, or new property owner shall forthwith notify the Zoning Administrator of the change. No new sign permit is required unless there is modification of the sign face or sign structure. The sign will continue to be considered nonconforming.

C. Alteration of nonconforming signs.

- (1) For the purpose of this section, alteration of a sign is considered to be any change to the sign's frame, supporting structure, lighting, material, height, location, or any other alterations as determined by the Zoning Administrator.
- (2) Altering a sign does not include maintaining the existing appearance of the sign; changing the appearance of the sign face; replace the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a marquee signs; or changing the face of an off-premises advertising sign.
- (3) A tenant sign which comprises part of a group development sign may be replaced to accommodate a new tenant sign without triggering the need to bring the entire project identification sign, or any of its parts, into compliance with the provisions of this chapter.

§ 550-138. Removal of sign and sign structures where principal land use is no longer occurring.

- A. A building, portion of a building, or site shall be determined to be vacated based on the following criteria: vacancy, cessation of some or all utilities, or lapse or termination of occupational license or conditional use permit. Vacation of a building, structure or site shall have the following effect:
- (1) At 90 days, nonconforming signs shall lose their legal nonconforming status.
 - (2) At 90 days, the owner of the property shall take action regarding any permanent or temporary signs and/or sign structures associated with the vacant building, portion of a building, or site located on the property. At the property owner's option, the property owner shall do one of the following: removed all such signs and structures or replace the face of such signs with a blank sign face made of rigid materials. The blank sign face shall not be the previous sign face inverted. If the property owner is granted an extension under Subsection A(3) below, the requirement shall not apply during the extension period.
 - (3) An extension allowing signs and/or sign structures associated with vacant buildings, portions of buildings, or sites to remain on the property for an additional six-month time period after the original 90 days have lapsed may be granted under the following conditions:

- (a) The property owner shall submit an application with the appropriate fee and allow the Zoning Administrator to inspect the signs and/or sign structures on the vacated building, portion of a building, or site.
 - (b) The Zoning Administrator shall review the application and sign to determine that the sign will not be a hazard, safety concern, or blight for the duration of the extended time period.
 - (c) Signs shall be properly blanked out with a rigid material and contain no message. In no instance can a previous sign face be inverted.
 - (d) If the sign has been damaged during the vacated period to the point it becomes a safety hazard or blight on the property, the Zoning Administrator may have the structure removed pursuant to the terms of this chapter.
 - (e) After the original six-month extension, one additional six-month extension may be approved by the Zoning Administrator for up to one year upon submittal of a new application and fee. Any additional applications for an extension, beyond the first year, shall be approved by the Plan Commission.
 - (f) Owners of nonconforming signs may also apply for an extension; however, the sign shall not thereafter be reestablished except in full compliance with this chapter.
- B. Sign structures that have been left without a sign face, or where a permit holder no longer has any interest in the site as owner or tenant, any of which for a continuous period of 90 days, shall be deemed abandoned and shall be removed by the owner of the sign structure or the City shall proceed to remove such sign structure pursuant to the terms of this chapter if the owner has not been granted an extension.
- C. If the sign and/or sign structure(s) have not been removed, the City shall send written notification to the property owner of record and/or last known occupant, via certified mail, return receipt requested, indicating that said property owner or occupant remove the sign and or sign structure or apply for and be granted an extension. If the sign and/or sign structure have not been removed within 30 days after the City sends notice, and an extension has not been granted, the City may have the sign and/or sign structure removed pursuant to the terms of the chapter.
- D. Any and all cost incurred by the City in removal of a sign and/or sign structure pursuant to the provisions of this section, which authorized assessment of the cost, shall constitute a lien against the property upon which the sign or sign structure existed and shall be collected in the same manner as provided elsewhere in the regulations of the City of Watertown.

COORDINATOR'S REPORT

September 18, 2023



Section 6, Item A.

1. Upcoming Programming



September 15th – Receiving EPA Award from DNR 2pm

September 15th: Dementia Awareness 10th Anniversary: 1-5pm Food vendors

September 16th: Fiesta in the Park Food, drink, and vendors 10am-6pm

September 17th: Calvary Baptist Church 35-pc orchestra 5-6:30pm

September 20th – Zumba

September 26-28th – EZ Promotions setting up to print on-site for homecoming gear. Ben's pretzels will be here all 3 days, Fuelify will be here the 27th

October 13th – Chick Fil A food truck

October 14th: Solar Eclipse event with Library

October 15th – Heroes for Heroes Thank you Veterans and First Responders Event 11-2 tentative times

October 25th – Zumba 6:30pm

October 28th: Pumpkin Palooza add on Live statues from Watertown Players (Dave Yelk-Platinum Realty); Kart Park, cookie decorating from Sugar Sunflower Bakery; BBQ Boondocks; businesses set up tables for trick or treaters; wooden cutouts on lawn for photo ops; would like to decorate with hay bales and mums for fall. 11am-3pm

November 16th: Tree Lighting times and details TBD

December 2nd: Jingle Bells on the Rock "A Hallmark holiday experience" 12-7pm Details TBD

NOTE: Water Street will be closed from November 13-January 3

2. Update on Next Year's programming dates & Management Fees



June 8: Boy Band (Sat 7-9) CS

June 15: Conscious Pilot (Sat 7-9) Steph Booked \$2500

June 23: Extra Crispy Brass Band (Sun 11-1) CS

June 29: Dueling Pianos (Sat 6-9) Steph Booked \$4200

July 20: 33 RPM (Sat 7-9) CS

July 28: Mariachi Voces de America (Sun 11-1) CS

Aug 4: Bootjack Road (Sun 11-1) CS

Aug 15: Special Event: Dancing Queen-Abba (Thursday 6-8) CS

Aug 24: rebel Grace (Sat 7-9) CS

Date TBD Last Bees Steph Booking \$800

Lyn will do Advertising for concert series (CS) only.

Graphic design is an additional \$100 per show and includes three social media artwork versions and one poster using the artists approved media materials. One poster highlighting all shows in that performing arts season is an additional \$100. Social media and website maintenance (posting, interacting, updating, event creation, etc can be priced out separately based on your exact needs).

Management fees are \$550 per event.

The second summary below is the scheduling we would like to finalize. We should have contracts first w
October. We removed July 9th concert and went with a less expensive option on August 4th to save on expenses.

We reduced management fees to \$3850 but added advertising \$700 from 2023 season.

Date	Time	Band	Genre	Band	Audio	Lights / Electrical	Management	Advertising
Saturday, June 8	7-9 p.m.	Boy Band Night		\$ 5,000	\$1,959	\$ 2,500	\$550	\$100
Tuesday, June 11	5-7 p.m.	Bootjack Road Duo	Country	\$ 450	-	-	\$450	Discounted \$100
Sunday, June 23	11-1 p.m.	Extra Crispy Brass Band	New Orleans-style brass band	\$ 1,750	-	-	\$350	Discounted \$100
Tuesday, July 9	5-7 p.m.	Willy Porter and Carmen Nickerson	Rock, Blues Jazz Contemporary Rock	\$ 2,500	\$ 750	-	\$450	Discounted \$100
Saturday, July 20	7-9 p.m.	33 RPM	Hard-Driving Electric Blues	\$ 4,000	\$ -	-	\$550	\$100
Sunday, July 28	11-1 p.m.	Mariachi Voces de America	Mariachi Band	\$ 1,700	-	-	\$350	Discounted \$100
Sunday, Aug 4	11-1 p.m.	Bree Morgan	Country	\$ 500	\$ 750	-	\$350	Discounted \$100
Tuesday, Aug 13	5-7 p.m.	Dancing Queen: A Salute to ABBA	Salute to ABBA	\$ 4,000	\$2,214	\$ 1,500	\$550	\$100
Saturday, Aug 24	7-9 p.m.	Rebel Grace	Contemporary Country	\$ 5,000	-	-	\$550	\$100
Band		\$ 24,900.00						
Audio		\$ 5,673.50						
Lighting		\$ 4,000.00						
Management		\$ 4,150.00						
Advertising		\$ 900.00						
Hospitality		\$ 500.00						
Total		\$ 40,123.50						
Budget		\$ 28,700.00						
Balance +/-		\$ (11,423.50)						
Saturday, June 8	7-9 p.m.	Boy Band Night		\$ 5,000	\$1,500	\$ 2,500	\$550	\$100
Sunday, June 23	11-1 p.m.	Extra Crispy Brass Band	New Orleans-style brass band	\$ 1,750	-	-	\$350	Discounted \$100
Saturday, July 20	7-9 p.m.	33 RPM		\$ 4,000	\$ -	-	\$550	\$100
Sunday, July 28	11-1 p.m.	Mariachi Voces de America	Mariachi Band	\$ 1,700	-	-	\$350	Discounted \$100
Sunday, Aug 4	11-1 p.m.	Bootjack Road Duo	Country	\$ 450	-	-	\$350	Discounted \$100
Thur Aug 15	6-8pm	Dancing Queen: A Salute to ABBA	Salute to ABBA	\$ 4,000	\$1,500	\$ 1,500	\$550	\$100
Saturday, Aug 24	7-9 p.m.	Rebel Grace	Contemporary Country	\$ 5,000	-	-	\$550	\$100
Band		\$ 21,900.00						
Audio		\$ 3,000.00						
Lighting		\$ 4,000.00						
Management		\$ 3,250.00						
Advertising		\$ 700.00						
Hospitality		\$ 500.00						
Total		\$ 33,350.00						
Budget		\$ 28,700.00						
Balance +/-		\$ (4,650.00)						

2023 Breakdown of Concert Series

Date	Band / Vendor	Contracted Amount	Show Management Fees	Audio Fees	Lighting	Bands
Friday, May 12	Essential Details, LLC (Series Management)	\$5,250	\$5,250			
Saturday, May 20	MO5AIC	\$9,999				\$9,999
	Cold Sweat and...Horns	\$1,750				\$1,750
	AG Entertainment (Audio Production)	\$2,100		\$2,100		
	Essential Details, LLC (Show Management)	\$1,250	\$1,250			
Thursday, June 22	Cold Sweat and...Horns	\$3,500				\$3,500
Saturday, June 24	Road Trip	\$4,750				\$4,750
Thursday, July 20	Cherry Pie	\$4,000				\$4,000
Saturday, July 29	The Ultimate Aldean - Jason Aldean Tribute Band	\$6,250				
	AG Entertainment (Production)	\$1,526		\$1,526		\$6,250
	Proline Entertainment (Lighting / Production)	\$2,500			\$2,500	
Thursday, August 24	The WhiskeyBelles	\$1,200				\$1,200
	AG Entertainment (Audio)	\$1,301		\$1,301		
	Proline Entertainment (Lighting / Production)	\$1,200			\$1,200	
Saturday, August 26	DJ Shawna w/ Laser Light Show	\$4,750			1250	\$2,550
	Yankee Dutchmen Marching Band	\$1,000				\$1,000
	AG Entertainment (Audio)	\$1,797		\$1,797		
		\$54,123	\$6,500	\$6,724	\$4,950	\$34,999
Hospitality / Misc.		\$900				
Total Expenses		\$55,023				
Town Square Budget		\$15,000				
Summer Series		\$25,000				
		(\$15,023)				

3. Update on Water Street Closure for Holiday Season: Road will be closed through special event permit from 11/13/23-1/3/24

4. Ordinances to update

- ✓ 398-20 Food Truck Ordinances
- 428-8 Type of cups portion of Open container
- 398.18 Hire outside people to dispense fermented beverages under city permit, all deposits of funds into BFTS Future Fund, License for city to sell fermented beverages

5. Grants / Sponsorship Details

- ✓ Received Beltz Grant \$8200 for 8/26/23 event
- Received \$1000 TDS sponsorship for Yankee Dutchmen Marching Band 8/26/23 event
- Receiving \$200 sponsorship for Watertown Players Live Statues for Pumpkin Palooza 10/28/23 event
- Donor trifold went out week of 9/11 to all chamber members. Also advertised it at July Wake Up Watertown.
- In talks with: ITW Shakeproof; Ixonia Bank; Fisher Barton, Realty Executives, TDS for 2024

6. Social Media Update


- ✓ started September 12
- As of 8/15/23 FB: 680 Likes; 879 Followers
- As of 9/12/23 FB: 939 Likes; 1172 Followers
- Instagram still needs work! 😊

Reach ⓘ
Compare your reach from this period to the previous one.

See more about your content performance

 Facebook reach ⓘ

17,158 ↓ 11.8%

 Instagram reach ⓘ

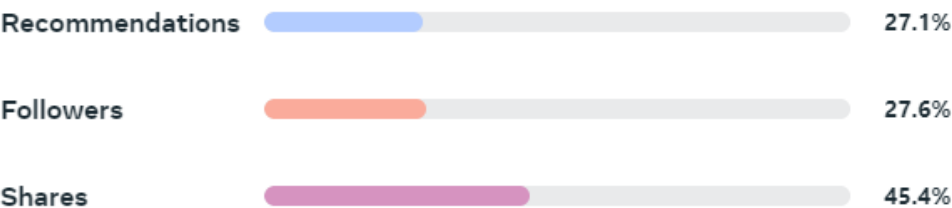
10 ↑ 233.3%

 Paid reach ⓘ

2,646 ↑ 17.7%

Where your views are coming from

Traffic sources from Aug 16, 2023 - Sep 12, 2023



Page overview

Create a post

 Last 28 days

Discovery

Post reach	12,901
Post engagement	4,128
New Page likes	256
New Page Followers	287

Interactions

Reactions	734
Comments	128
Shares	79
Photo views	626
Link clicks	209

Other

Hide all posts	0
Unfollows	0

COORDINATOR'S REPORT

November 1, 2023



Section 6, Item A.

1. Upcoming Programming

- ✓ November 16th: Tree Lighting begins at 5:30 (see flyer)

November 16-December 15 Holiday Tree Voting

November 27th: Chik Fil A food truck 11am-6pm

December 2nd: Jingle Bells on the Rock 12-7pm (see flyer)

NOTE: Water Street will be closed from November 13-January 3 (Jersey Barriers on Water and Main; Road Closed signs for easy access on Water and Emmet)

2. Update on Next Year's programming dates

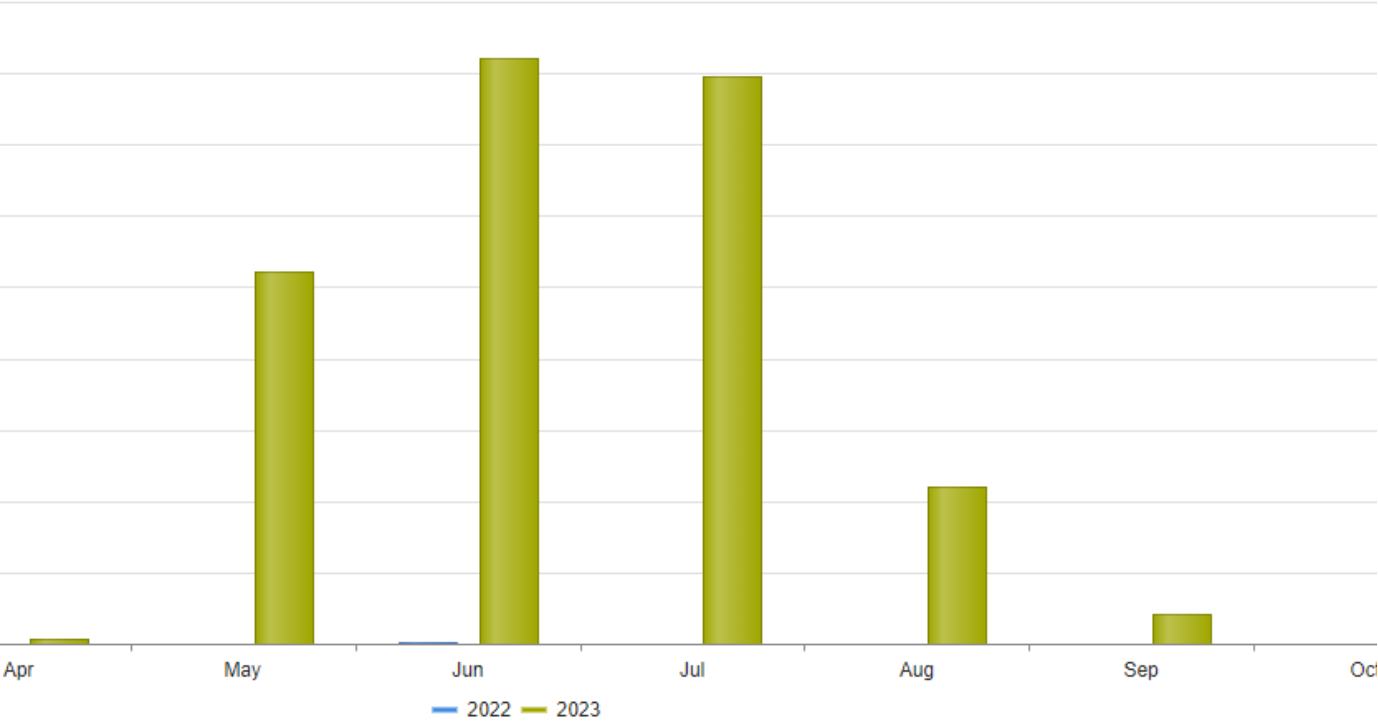
The summary below is the tentative status of scheduling.

- ✓ May 18: Anniversary Event
- June 8: Boy Band (Sat 7-9)
- June 14: Share the Love Series (Fri 5-8)
- June 15: Conscious Pilot (Sat 7-9)
- June 23: Extra Crispy Brass Band (Sun 11-1)
- June 28: Share the Love Series (Fri 5-8)
- June 29: Dueling Pianos (Sat 6-9)
- July 12: Share the Love Series (Fri 5-8)
- July 19: Share the Love Movie time TBD
- July 20: 33RPM (Sat 7-9)
- July 26: Share the Love Series (Fri 5-8)
- July 28: Mariachi Voces de America (Sun 11-1)
- Aug 2: Share the Love Movie time TBD
- Aug 16: Share the Love Series (Fri 5-8)
- Aug 23: Share the Love Movie time TBD
- Aug 24: Bootjack Road Band (Sat 7-9)
- Sept 7: Last Bees (Sat 7-9)

	A	B	C	D	
1	Date	Time	Band	Genre	C
2					
3	Summer Concert Series				
4	Saturday, June 8	7-9 p.m.	Boy Band Night	Favorite Boy Band Hits from the 90s and 2000s	
5			A.G. Entertainment, LLC	Audio	
6			Proline Entertainment, LLC	Lighting	
7	Sunday, June 23	11-1 p.m.	Extra Crispy Brass Band	New Orleans-style brass band	
8	Saturday, July 20, 2024	7-9 p.m.	33RPM	Classic Rock	
9	Sunday, July 28	11-1 p.m.	Mariachi Voces de America	Mariachi Band	
10	Sunday, Aug 4	11-1 p.m.	Bootjack Road Duo	Country	
11	Saturday, August 24	7-9 p.m.	Bootjack Road Band	Country	
12			Essential Details, LLC	Management and Marketing	
13					
14					
15					
16	Band		\$ 15,300.00		
17	Audio		\$ 1,959.00		
18	Lighting and Power		\$ 2,500.00		
19	Management		\$ 1,650.00		
20	Advertisiting		\$ 300.00		
21	Hospitality		\$ 250.00		
22	Total		\$ 21,959.00		
23	Budget		\$ 28,700.00		
24	Balance +/-		\$ 6,741.00		
25					

3. Water Consumption Update

Meter Id : 3199153 Consumption Comparison of Year 2022 with Year 2023



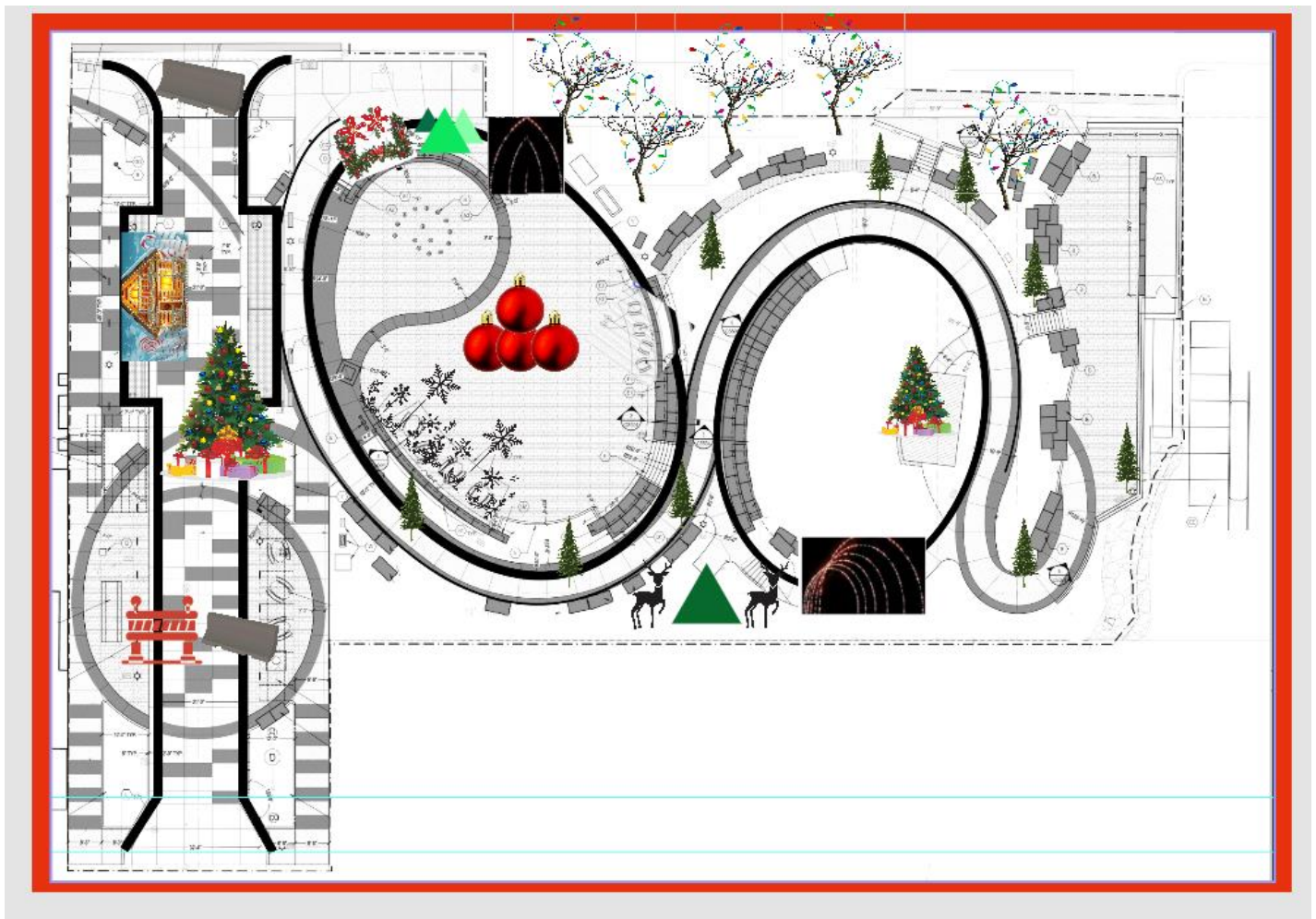
4. Ordinances to update

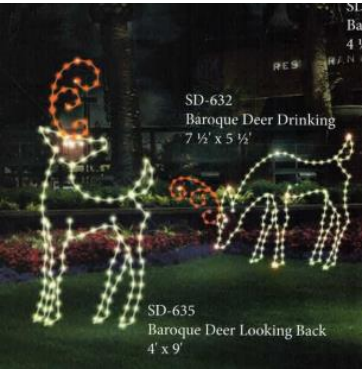
- ✓ 428-8 Type of cups portion of Open container
- 398.18 Hire outside people to dispense fermented beverages under city permit, all deposits of funds into BFTS Future Fund, License for city to sell fermented beverages
- 398-20 Concession Permit: to change the % to a flat fee

5. Grants / Sponsorship Details

- ✓ *Holiday Tree Sponsors: Domani Salon \$200; Heroes for Heroes \$200; Holz Chevrolet \$200; Marquardt \$200; Commonheart Home Health & Hospice \$200; Chandler House Bakery \$200;*
- Fort Community Credit Union \$1000 (snowflake lights)*
- Tom Schultz \$14k (holiday lights)*

6. Holiday Lights Plan







RED & SILVER COLLECTION			
18" x 9' GARLAND			
COM1957	\$289		
WREATH			
COM1952			
30"	\$239	48"	\$519
36"	\$339	60"	\$569





7. Donation Needs

- tall heaters
- snores tables