

**\*\* SPECIAL MEETING \*\***  
**Please Note Change in Room**

**AGENDA**  
**PUBLIC SAFETY & WELFARE COMMITTEE MEETING**  
**Kenosha Municipal Building - Room 202**  
**Monday, July 22, 2013 - 5:00 pm**

<b>Chairman:</b>	<b>Rocco J. LaMacchia, Sr</b>	<b>Vice Chairman:</b>	<b>Chris Schwartz</b>
<b>Aldersperson:</b>	<b>Anthony Kennedy</b>	<b>Aldersperson:</b>	<b>Michael J. Orth</b>
<b>Aldersperson:</b>	<b>Kevin E. Mathewson</b>		

**Call to Order**  
**Roll Call**

Approval of the minutes of the meeting held on July 8, 2013.

Information Item:

1. Proposed Sign Ordinance

**CITIZEN COMMENTS/ALDERMEN COMMENTS/OTHER BUSINESS AS AUTHORIZED BY LAW**

IF YOU ARE DISABLED AND NEED ASSISTANCE, PLEASE CALL 653-4050 BEFORE THIS MEETING

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE MEMBERS OF THE COMMON COUNCIL MAY BE PRESENT AT THE MEETING, AND ALTHOUGH THIS MAY CONSTITUTE A QUORUM OF THE COMMON COUNCIL, THE COUNCIL WILL NOT TAKE ANY ACTION AT THIS MEETING.

**PUBLIC SAFETY & WELFARE COMMITTEE**  
**Minutes of Meeting held Monday, July 8, 2013**

A meeting of the Public Safety & Welfare Committee was held on Monday, July 8, 2013 in Room 204 of the Kenosha Municipal Building. The meeting was called to order at 5:00 pm by Chairman LaMacchia.

At roll call, the following members were present: Alderpersons Schwartz, Orth, Kennedy, and Mathewson. Staff members in attendance were Michael Lemens, Director of Public Works; Shelly Billingsley, Deputy Director of Public Works/City Engineer; Jeff Warnock, Superintendent of Parks; Jeff Labahn, Director of Community Development and Inspections; Brian Wilke, Zoning Coordinator; City Attorney Ed Antaramian; Deputy Police Chief Dan Miskins, Captain Thomas Hansche, Alderperson Curt Wilson, Alderperson David Bogdala, and Alderperson Eric Haugaard.

It was moved by Alderperson Orth, seconded by Alderperson Kennedy, to approve the minutes from the meeting held on Monday, June 24, 2013. Motion carried unanimously.

1. Application from Kenosha Area Chamber of Commerce Foundation for a Carnival License to be held on August 22 – 24, 2013 in Celebration Place / Harbor Park.  
*(District 2) (use of Celebration Place / Harbor Park pending Public Works Committee approval)*  
It was moved by Alderperson Kennedy, seconded by Alderperson Schwartz to approve contingent with proof of insurance. Motion carried unanimously.
2. Aldermanic Request for a 4-Way Stop at 18th Avenue and 78th Street Intersection.  
*(District 13) (Staff does not recommend approval)*  
Staff/Alderperson: Michael Lemens, Shelly Billingsley and Alderperson Curt Wilson spoke.  
It was moved by Alderperson Kennedy, seconded by Alderperson Orth, to defer for two weeks. Motion carried unanimously.
3. Aldermanic Request for a 4-Way Stop at 36th Avenue and 78th Street Intersection.  
*(District 13) (Staff does not recommend approval)*  
It was moved by Alderperson Orth, seconded by Alderperson Kennedy, to defer for two weeks. Motion carried unanimously.
4. BJA FY 2013 Edward Byrne Memorial Justice Assistance Grant (JAG) Program Intergovernmental Agreement by and between the City of Kenosha, Wisconsin and the County of Kenosha, Wisconsin.  
Staff/Alderperson: Deputy Police Chief Dan Miskinis spoke.  
It was moved by Alderperson Orth, seconded by Alderperson Schwartz, to approve. Motion carried unanimously.

**DISCUSSION ITEMS:**

1. Chickens in the City – Alderperson Orth passed out a Draft Ordinance. Alderperson Orth, City Attorney Ed Antaramian, John Fox and Alderperson Bogdala spoke.
2. Permit Procedures and Application Process – Jeff Labahn spoke. Chairman LaMacchia asked for a report in a month.

3. Status update from Kenosha Police Department regarding Parking issues on Fisherman's Circle Road – Captain Thomas Hansche gave an update. He said there have been less parking problems, issues are more manageable and a reduction in tickets.
4. Special Meeting on July 22, 2013 to discuss Proposed Sign Ordinance – Brian Wilke spoke. Chairman LaMacchia would like all Council Members, Sign Contractors and any others interested invited to the meeting.

CITIZEN COMMENTS: John Fox commented on the Chickens in the City. Tom Riley suggested creating a spot North of Sheridan Road before Carthage College for Parking instead of Fisherman's Circle for the kids.

ADJOURNMENT - There being no further business to come before the Public Safety & Welfare Committee, it was moved, seconded and unanimously carried to adjourn at 5:47 pm.



# ***Sign Code Revision Presentation***

*Public Safety and Welfare Committee  
July 22, 2013*



# *Background*

- Staff was asked to review the Sign Codes of Brookfield and Greenfield as positive examples of Sign regulation.
- Those Sign Codes heavily favored monument style signs versus pole signs.

Monument Sign



Pole Sign



# *Background*

- Two separate draft presentations were made to the Public Safety and Welfare Committee to obtain a direction and a goal for the proposed Sign Code.

## *Items to note:*

- *Section 15.04* Change in ownership, tenancy or conditional use requires sign(s) to come in to compliance with the Ordinance.
- *Section 15.04* Non-conforming signs may be repaired or altered. Must be made to conform if damaged or altered by more than 50%.

## *Items to note:*

- *Section 15.07* Signs on abandoned properties (vacant longer than 90 days) shall be removed upon notice from DCDI.
- *Section 15.08* Permits required for most new signs.

## *Section 15.08* EXEMPT FROM PERMITS:

### NAMEPLATES SINGLE-FAMILY



### RESIDENTIAL SALE OR LEASE SIGNS



### FLAGS (NON-PROFIT)



### ELECTION SIGNS



### ADDRESS NUMBERS



### TEMPORARY CHURCH/SCHOOL SIGNS

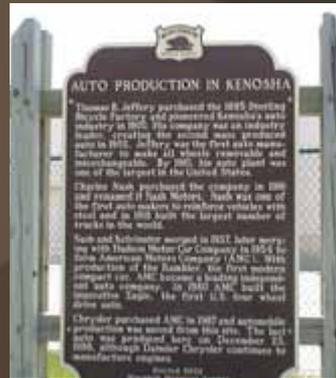


# Section 15.08 EXEMPT FROM PERMITS:

## HISTORIC SIGNS



## HISTORICAL MARKERS



## BUILDING MARKER



## PUBLIC SIGNS



## TEMPORARY RIGHT-OF-WAY SIGNS



## BULLETIN BOARD



# Section 15.08 EXEMPT FROM PERMITS:

## INCIDENTAL SIGNS



## COMMERCIAL SIGNS IN CITY PARKS



## SIGNS IN RIGHT-OF-WAY



## MODEL HOME SIGNS



## SPECIAL ANNOUNCEMENT SIGNS



## HOLIDAY DISPLAYS



## *Section 15.13* PROHIBITED SIGNS:

**SIGNS OF OBSCENE  
OR PORNOGRAPHIC  
NATURE**

**SIGNS, HANDBILL OR  
NOTICE AFFIXED TO  
TREE, ETC.**

**REVOLVING SIGNS**



**STRUCTURALLY  
DANGEROUS OR  
UNSAFE SIGNS**

**ABANDONED SIGNS**

**FLASHING OR  
ANIMATED SIGNS**



## *Section 15.13* PROHIBITED SIGNS:

**DETERIORATED  
SIGNS**



**SIGNS WITH BARE  
LIGHT BULBS**



**PORTABLE SIGNS\***



**ROOF SIGNS**



**WINDOW SIGNS IN  
EXCESS OF 25%**



**\*CHURCHES ARE PERMITTED A  
PORTABLE SIGN**

*Section 15.13* PROHIBITED SIGNS:

BALLOONS OR INFLATABLES IN EXCESS OF  
THREE (3) CONSECUTIVE DAYS EACH  
CALENDAR YEAR





- Not to exceed 32 s.f.
- Not to exceed 6 feet in height
- Permit required

***Section 15.17* MULTI-FAMILY RESIDENTIAL**

## *Section 15.19 Sign Area Calculations* **Commercial Building**

- Determined by multiplying the lineal building front footage by 1.5 with maximum of 200 s.f.
- Monument and Wall sign combined square footage shall not exceed this amount.

# CURRENT ORDINANCE

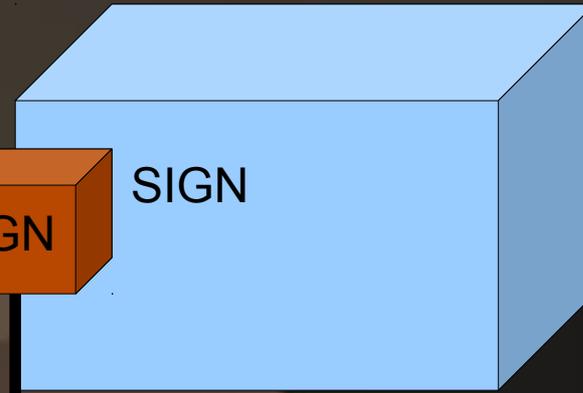


50'

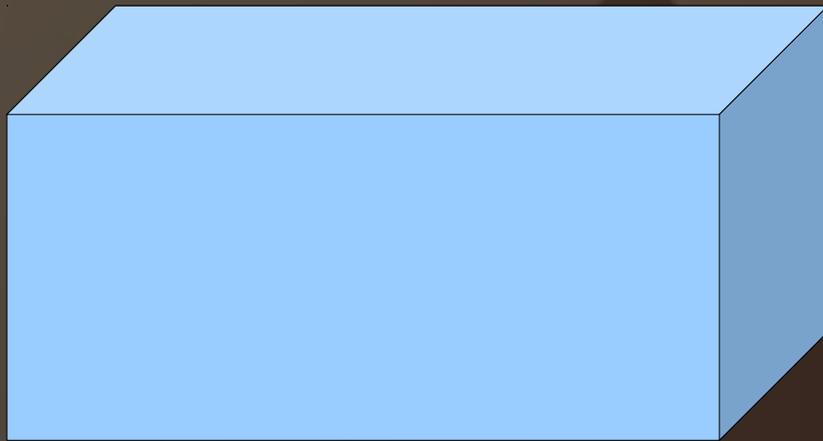
=



SIGN



150 s.f. pole sign +  
15% of wall



100'

=

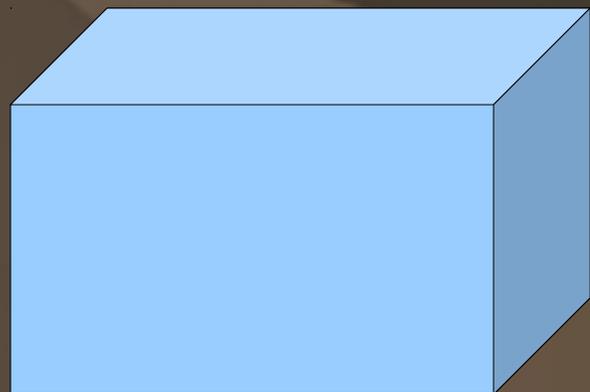


SIGN

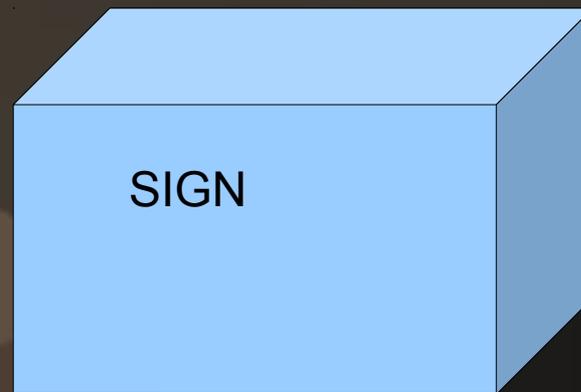


150 s.f. pole sign +  
15% of wall

# PROPOSED ORDINANCE



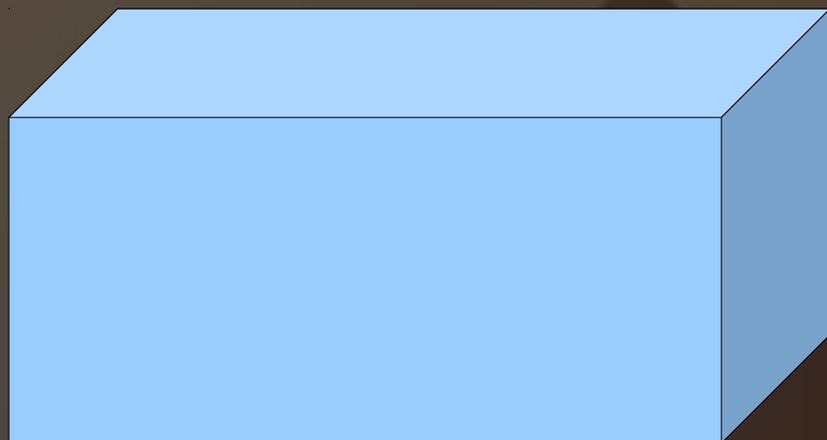
=



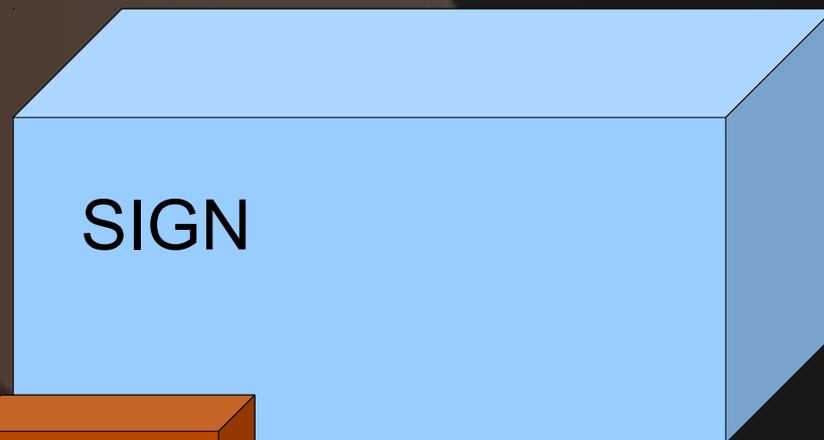
50'



75 total s.f. of signage



=



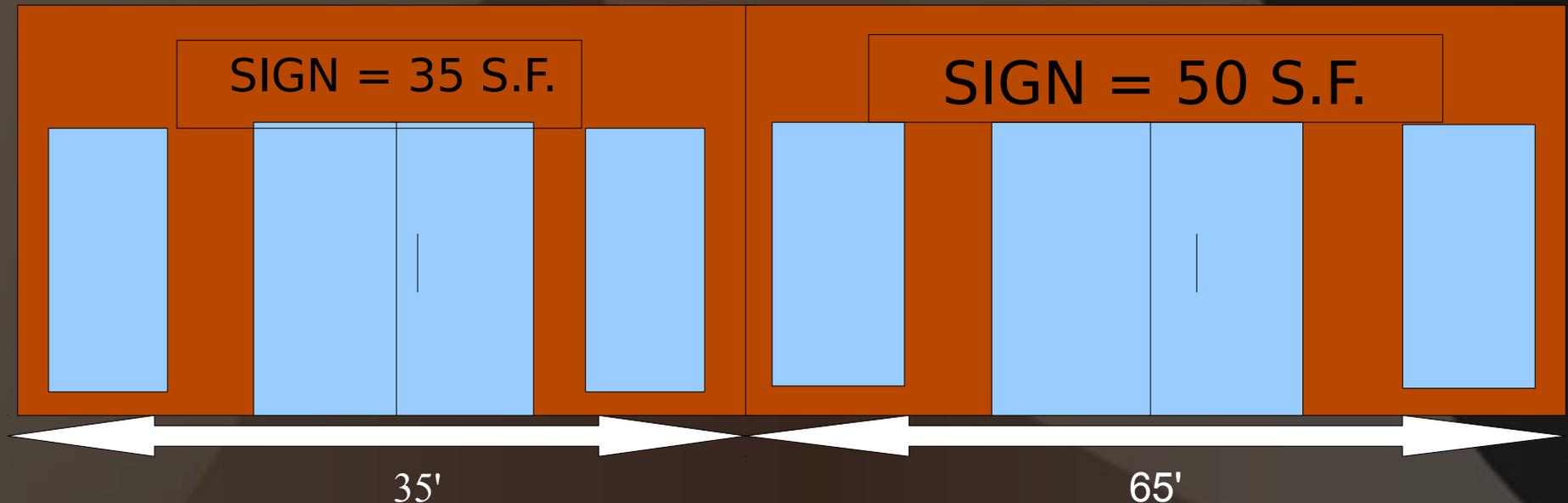
100'



150 total s.f. of signage

## *Section 15.20 Sign Area Calculations* **Multi-Tenant Building**

- For multi-tenant building, each lineal foot of frontage equals one square foot of sign, maximum of 50 s.f.



## *Section 15.20 Sign Area Calculations* **Multi-Tenant Building**

- A new multi-tenant building will be required to submit a master sign plan with uniform colors.



Not Allowed



Allowed



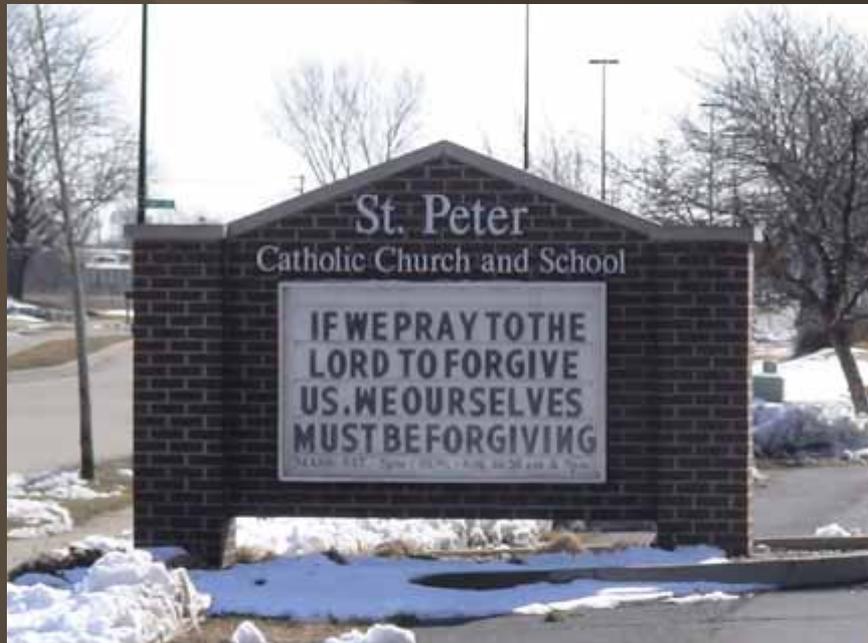
- 10% of the awning area to a maximum of 100 square feet in total area.
- Only 2 awning signs per business site.

### ***Section 15.21* AWNINGS**



- Not to exceed 24 s.f.
- Non-illuminated
- Permit expires after 30 days
- No more than 4 permits per calendar year
- Not permitted on sites with changeable copy signs

## *Section 15.22* **BANNERS**



- Not to exceed 32 s.f.
- One changeable copy sign per site
- Banners not permitted on these sites
- If digital sign, the copy may be changed at 5-second intervals

## ***Section 15.23* CHANGEABLE COPY SIGNS**



### ***TEMPORARY SIGNS***

- Not to exceed 32 s.f.
- Not to exceed 6' in height
- May be displayed for no more than 30 days at a time, maximum 6 times per year.

## ***Section 15.24 CHURCH/SCHOOL/CIVIC GROUP SIGNS***



### ***PERMANENT SIGNS***

- Not to exceed 32 s.f.
- Not to exceed 6' in height
- Monument style signs only

## ***Section 15.24 CHURCH/SCHOOL/CIVIC GROUP SIGNS***



### *RESIDENTIAL*

- Not to exceed 6 s.f.
- Not to exceed 6' in height
- Removed from site no later than 30 days after completion of project



### *NON-RESIDENTIAL*

- Not to exceed 32 s.f.
- Not to exceed 8' in height
- Removed from site no later than 30 days after completion of project

## *Section 15.25* CONSTRUCTION SIGNS



- Not to exceed 6 s.f.
- One sign permitted for each vehicular access
- Maximum of 2 signs per site (Restaurants or other uses w/ drive thru allowed 1 sign at each public/private access plus one additional sign on-site)

## ***Section 15.26* DIRECTIONAL SIGNS**



- Follows State Statute 12.04
- Signs to be removed no later than 7 days after election

## *Section 15.27* ELECTION SIGNS



- Maximum of 3 flagpoles per site
- Maximum of 4 flags per site
- American Flag exempt

## *Section 15.28* **FLAGS**



- Not to exceed 80 s.f.
- Maximum height is 10'
- Maximum width is 12'

## *Section 15.29* MONUMENT SIGNS



- Not to exceed 8 s.f.
- Maximum height is 6'

***Section 15.31* OFF-PREMISES NONCOMMERCIAL  
DIRECTIONAL SIGNS**



- Not to exceed 15 s.f.
- Not less than 8' from the bottom of the sign to grade

## *Section 15.32* PROJECTING SIGNS



### *RESIDENTIAL*

- Not to exceed 6 s.f.
- Not to exceed 6' in height
- Permit not required



### *NON-RESIDENTIAL*

- Not to exceed 12 s.f.
- Not to exceed 6' in height
- Permit not required

## *Section 15.33 REAL ESTATE SIGNS*



- Not to exceed 8 s.f. per side
- Not to exceed 6' in height
- Only allowed on sites with no monument sign
- Sign to be brought indoors at the close of business

## *Section 15.34 SANDWICH BOARD SIGNS*



- Not to exceed 24 s.f.
- Not to exceed 6' in height
- Permit good for 30 days
- Maximum of 4 permits per year.

***Section 15.35* SEASONAL AND OTHER TEMPORARY SIGNS**



- Not to exceed 35' in height
- One sign per major street frontage
- Additional sign per 400' of frontage with max. of 2 per street

## ***Section 15.36 UNIFIED BUSINESS CENTER SIGNS***



- Not to exceed 100 s.f.
- Only 1 wall sign per business site
- Must be composed of individual letters

## *Section 15.37* WALL SIGNS



- Not to exceed 25% of total net glazed front window area.
- Can not be placed on doors or windows that would impede pedestrian safety or prohibit view by police

## *Section 15.38* WINDOW SIGNS

# THE NEW ORDINANCE WOULD NOT ALLOW:



**PYLON SIGNS**



**FREESTANDING  
SIGNS**

**THE NEW ORDINANCE WOULD NOT ALLOW:**



**WALL SIGNS W/OUT INDIVIDUAL LETTERS**

# WHAT IT IS:



# WHAT IT COULD BE:



# WHAT IT IS:



# WHAT IT COULD BE:

