



Meeting: Plan Commission
Meeting Date: 11/19/2012
Agenda Item: #6-7

Mission Statement

Delivering quality services in a courteous, cost-effective and efficient manner.

PLAN COMMISSION STAFF REPORT

REPORT TO: Burt R. McIntyre, President, and Plan Commission members

REPORT FROM: Dave Wiese, Executive Director of Community Development

AGENDA ITEM: **Review and take action on an ordinance amendment to Section 50-1370(2) of the Zoning Ordinance pertaining to the maximum permitted height for on-premise signs erected along US Highway 41**

ACTION REQUESTED: ___Ordinance ___Resolution Motion ___Receive/File

RECOMMENDED ACTION

Staff recommends the Plan Commission open the public hearing, invite comments from the public and then close the public hearing. After the public hearing is closed, the Plan Commission should review the draft ordinance establishing the maximum permitted height for on-premise signs erected along U.S. 41. If satisfied with the draft ordinance, the Plan Commission should recommend approval to the Village Board with any specific conditions as may be necessary to address concerns voiced by the public, staff or Commission members.

BACKGROUND

The Village has received numerous inquiries from property owners regarding on-premise signs along U.S. Hwy 41. As everyone is aware there are considerable improvements being done as part of the interstate conversion. In many instances the off ramps and main line may be going up in elevations. The current maximum sign height in the B-2 Highway Commercial Zoning District is 30 feet. Staff is proposing to raise the maximum sign height in the B-2 district to 40 feet for parcels that have highway frontage. Several signs in the area have received variances in the past and are taller than the 30-foot maximum that is currently allowed.

Attachments

- I Draft Village of Howard Ordinance
- II Section 50-1370-2

ATTACHMENT I

ORDINANCE NO. 2012 -

AN ORDINANCE AMENDING SECTION 50-1370(2) OF THE ZONING ORDINANCE ESTABLISHING THE MAXIMUM PERMITTED HEIGHT FOR ON-PREMISE SIGNS ERECTED ALONG US HIGHWAY 41

WHEREAS the Village Clerk published a notice of public hearing regarding such proposed amendment to the Zoning Ordinance and a public hearing was held at the Village Hall on November 19, 2012 at 5:35 P.M., whereupon the Plan Commission heard all interested persons and/or their agents and attorneys; and

WHEREAS the Village Board of the Village of Howard has received a written recommendation and findings of the Village Plan Commission regarding such proposed amendment to the Zoning Ordinance;

NOW THEREFORE the Village Board of the Village of Howard, Brown County, Wisconsin, does hereby ordain that the Zoning Ordinance be amended as follows:

SECTION 1 Section 50-1370 (2) shall be amended to read as follows:

Section 50-1370(2) No freestanding sign shall exceed a height of 30 feet *except that, on properties with frontage on US Highway 41, freestanding signs may be erected to a maximum height of 40 feet.*

SECTION 2 All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 3 This ordinance shall take effect upon its adoption and publication.

Approved and adopted this ___ day of ___, 2012.

Burt McIntyre, Village President

ATTEST:

Christopher A. Haltom, Village Clerk

DATE OF PUBLICATION:

ATTACHMENT II

Sec. 50-1370. - B-2 zoning district.

On-premises signs are permitted in the B-2 zoning district subject to the following regulations:

- (1) The total area of all signs on a lot shall not exceed 400 square feet except as specifically permitted for shopping centers or except as specifically allowed as a conditional use in accordance with division 9 of article II of this chapter.
- (2) No freestanding sign shall exceed a height of 30 feet.
- (3) No more than one freestanding sign shall be permitted per lot frontage except as specifically permitted for shopping centers.
- (4) Shopping centers shall be permitted one additional on-premises, freestanding sign per lot frontage. The area of each such additional sign shall not exceed 300 square feet.