Meeting Date:	6/18/12
Agenda Item:	#9-10

PLAN COMMISSION STAFF REPORT

REPORT TO:	President Burt McIntyre and Village Plan Commission
REPORT FROM:	James Korotev, Director of Code Administration
AGENDA ITEM:	The Village of Howard Plan Commission will hold a public hearing at 6:35 p.m. on June 18, 2012 in the Village Hall Board Room at 2456 Glendale Avenue concerning a proposed amendment to Section 50-1220 of the Zoning Ordinance regarding the definition of "Sign Height". **ACTION BY THE PLAN COMMISSION IS A RECOMMENDATION ONLY. THE VILLAGE BOARD HAS FINAL APPROVAL AUTHORITY FOR THIS MATTER**
APPLICANT:	James Korotev, Director of Code Administration

BACKGROUND INFORMATION

The current definition of "Sign Height" contained in Section 50-1220 of the Zoning Ordinance reads as follows:

> *Height of sign* means the vertical distance, measured from the grade at the street right-of-way line where the sign is located, to the highest point of such sign.

The above definition has been in place for more than 20 years and has often been subject to misunderstanding and misinterpretation because the definition requires that the height of a sign be measured from a location remote from the sign. It's difficult to accurately measure the height of a sign from a distant right-of-way line without proper tools and equipment often used by surveyors. Also, the current definition refers to "grade" at the "street right-of-way line" while the term "Grade" is defined as "the elevation or level of the street closest to a sign, measured at the street's centerline."

The proposed new definition of "sign height" is intended to eliminate the misunderstanding and misinterpretation associated with the current definition. The proposed definition reads as follows:

> *Height of Sign* means the vertical distance measured from the highest point or component of a sign to the ground elevation at the location where the sign support structure contacts the ground. In the event a sign support structure contacts the ground at multiple locations, sign height shall be measured at the location creating the greatest dimension. For the purposes of this subsection, berms, earth mounds, landscaping or other improvements located at or near the base of a sign shall not be considered when measuring sign height.

RECOMMENDED ACTION BY PLAN COMMISSION

It is recommended that 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 request and, if satisfied with the proposal, 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.

ATTACHMENTS

I Proposed Ordinance 2012-08

ORDINANCE NO. 2012 - 08

AN ORDINANCE AMENDING SECTION 50-1220 OF THE ZONING ORDINANCE ESTABLISHING THE DEFINITION OF "SIGN HEIGHT"

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 June 18, 2012, at 6:35 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 the definition of "Height of Sign" set forth in Section 50-1220 is hereby repealed and recreated to read as follows:

Sec. 50-1220. Definitions.

Height of Sign means the vertical distance measured from the highest point or component of a sign to the ground elevation at the location where the sign support structure contacts the ground. In the event a sign support structure contacts the ground at multiple locations, sign height shall be measured at the location creating the greatest dimension. For the purposes of this subsection, berms, earth mounds, landscaping or other improvements located at or near the base of a sign shall not be considered when measuring sign height.

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 18th day of June, 2012.

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Burt McIntyre, Village President

ATTEST:

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Christopher A. Haltom, Village Clerk

DATE OF PUBLICATION: 6/22/2012