

**FINAL READING AN ORDINANCE AMENDING CHAPTER 19.54 REGARDING SIGNAGE REGULATIONS CONCERNING ON PREMISES DIRECTIONAL SIGNS**

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do ordain as follows:

SECTION 1. Whitewater Municipal Code Chapter 19.54, Section 19.54.020 B. 7., is hereby amended to read as follows:

“On-premises directional sign” means an information sign which has a purpose secondary to the use of the lot upon which it is located, including signs that indicate parking availability, entrances, particular buildings within a multi-building development, hours of operation, available merchandise in a drive-thru lane, and wall-mounted posters indicating particular movies in a theater.

- a. Freestanding on-premises: No freestanding on-premises directional sign shall be greater than nine (9) square feet in area.
- b. Wall Mounted Directional Signs: Wall mounted directional signs are not to exceed 25% of the square footage of the primary business wall sign (see 19.54.020 C. 7. for definition of Wall Sign).
- c. No sign with a commercial message legible from a public right-of-way or another property shall be considered an on-premises directional sign.

SECTION 2. Whitewater Municipal Code Chapter 19.54, Section 19.54.052 is amended as follows:

The text in the size category in Table B for On Premises Directional Signs shall read “See Section 19.54.020 B. 7. for size regulations.”

Ordinance introduced by Council Member Goettl, who moved its adoption. Seconded by Council Member Binnie. AYES: McCormick, Grady, Binnie, Goettl, Singer, Allen. NOES: None. ABSENT: None. **It was then moved by Binnie and seconded by Goettl to waive the requirement for a second reading of this ordinance.** AYES: McCormick, Grady, Binnie, Goettl, Singer. NOES: Allen. ABSENT: None. ADOPTED: June 20, 2017.

Cameron L. Clapper, City Manager

Michele R. Smith, City Clerk