

## ORDINANCE NO. 732

### ORDINANCE CREATING SECTION 17.30(1)(m), SECTION 17.67(10)(a)-(d). and SECTION 17.70(4) OF THE MUNICIPAL CODE OF THE CITY OF DELAFIELD, WAUKESHA COUNTY, WISCONSIN

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THE COMMON COUNCIL OF THE CITY OF DELAFIELD, WAUKESHA COUNTY, WISCONSIN, DOES ORDAIN AS FOLLOWS:

SECTION 1: Section 17.30(1)(m) of the Municipal Code of the City of Delafield is hereby created to read as follows:

17.30 - Design Guidelines for Special Design Review Districts.

(1) Downtown Delafield Design District Guidelines.

(m) Electronic message, both external and internal displays, shall be prohibited in the Downtown Delafield Design District.

SECTION 2: Section 17.67(10)(a)-(d) of the Municipal Code of the City of Delafield is hereby created to read as follows:

17.67 - Signs Permitted in All Business and Industrial Districts.

(10) Electronic message systems shall be permitted in Business zoned parcels directly abutting the rights-of-way of STH 83, USH16, and 1-94 or the associated frontage roads as delineated in the EMC Boundary District.

- (a) Only one electronic messaging system shall be permitted per lot.
- (b) Electronic messaging shall be limited to a maximum of 50% of the allowable sign area not to exceed 75 total square feet.
- (c) Light intensity of electronic messaging systems shall be limited to less than 0.3 footcandles above ambient lighting levels at the property boundary.
- (d) Electronic messaging systems shall be limited to a rate of change not less than 6 seconds. No message shall be segmented.

SECTION 3: Section 17.70(4) of the Municipal Code of the City of Delafield is hereby created to read as follows:

17.70 – Exterior Lighting and Illumination of Signs.

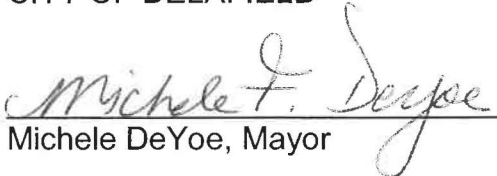
- (4) Light intensity of electronic messaging systems shall be limited to less than 0.3 footcandles above ambient lighting levels at the property boundary.
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SECTION 4:


All ordinances or parts of this ordinance conflicting or contravening the provisions of this ordinance are hereby repealed.

SECTION 5: This Ordinance shall become effective upon passage and publication as required by law.

CITY OF DELAFIELD

  
Michele DeYoe, Mayor

ATTEST:

  
Jeanne O'Brien  
City of Delafield Interim City Clerk  
Waukesha County



Date Adopted: March 19, 2018  
Date Published: March 28, 2018  
Date Effective: March 29, 2018