

ENROLLED ORDINANCE 166-50

AMEND THE TEXT OF THE TOWN OF BROOKFIELD ZONING CODE
TO REPEAL AND RECREATE SECTION 17.08(5)(a)3 RELATING
TO MULTI-TENANT SIGNAGE (ZT-1722)

WHEREAS the subject matter of this Ordinance having been approved by the Brookfield Town Board on April 6, 2011, after Public Hearing, and the giving of requisite notice of said hearing, and duly referred to and considered by the Waukesha County Park and Planning Commission, and a recommendation for approval, thereon reported to the Land Use, Parks and Environment Committee and the Waukesha County Board of Supervisors, as required by Section 60.61 of the Wisconsin State Statutes.

THE COUNTY BOARD OF SUPERVISORS OF THE COUNTY OF WAUKESHA ORDAINS that the text of the Town of Brookfield Zoning Code, adopted by the Town of Brookfield on December 27, 1988, is hereby amended to repeal and recreate Section 17.08(5)(a)3 relating to multi-tenant signage, more specifically described in the "Staff Report and Recommendation" on file in the office of the Waukesha County Department of Parks and Land Use, and made a part of this Ordinance by reference ZT-1722, is hereby approved.

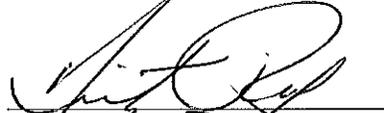
BE IT FURTHER ORDAINED that the Waukesha County Clerk shall file a certified copy of this Ordinance with the Town Clerk of Brookfield.

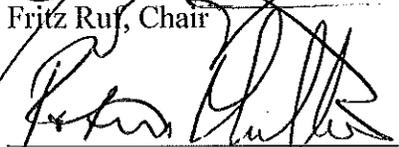
BE IT FURTHER ORDAINED that this Ordinance shall be in full force and effect upon passage, approval and publication.

BE IT FURTHER ORDAINED that all Ordinances inconsistent with or in contravention of the provisions of this Ordinance are hereby repealed.

AMEND THE TEXT OF THE TOWN OF BROOKFIELD ZONING CODE
TO REPEAL AND RECREATE SECTION 17.08(5)(a)3 RELATING
TO MULTI-TENANT SIGNAGE (ZT-1722)

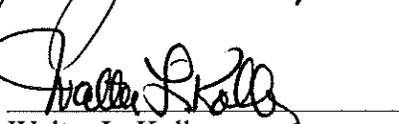
Presented by:
Land Use, Parks, and Environment Committee


Fritz Ruf, Chair

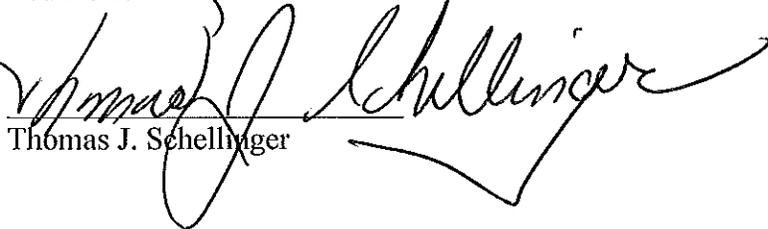

Robert Hutton


Michael J. Inda

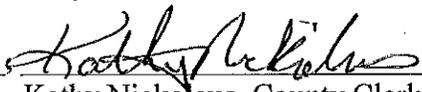

James Jeskewitz


Walter L. Kolb

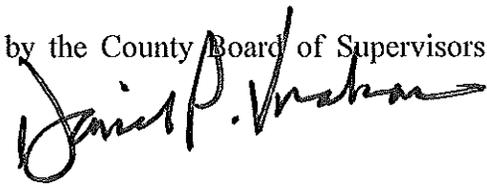

Ted Rolfs


Thomas J. Schellinger

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin, was presented to the County Executive on:

Date: 9-30-2011 
Kathy Nickolaus, County Clerk

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin, is hereby:

Approved: X
Vetoed: _____
Date: 10-3-11 
Daniel P. Vrakas, County Executive

WAUKESHA COUNTY BOARD OF SUPERVISORS

V

DATE-09/27/11

(ORD) NUMBER-1660049

1 D. FALSTAD.....AYE
3 R. HUTTON.....AYE
5 J. JESKEWITZ.....AYE
7 P. HAUKOHL.....AYE
9 J. HEINRICH.....AYE
11 F. RUF.....AYE
13 P. DECKER.....AYE
15 P. MEYERS.....
17 J. TORTOMASI.....
19 S. WIMMER.....AYE
21 W. ZABOROWSKI.....AYE
23 D. DRAEGER.....AYE
25 G. YERKE.....AYE

2 T. ROLFS.....
4 J. DWYER.....AYE
6 J. BRANDTJEN.....AYE
8 T. SCHELLINGER....AYE
10 D. SWAN.....AYE
12 P. WOLFF.....AYE
14 M. INDA.....AYE
16 D. PAULSON.....AYE
18 K. CUMMINGS.....AYE
20 P. JASKE.....AYE
22 P. GUNDRUM.....AYE
24 W. KOLB.....AYE

TOTAL AYES-22

TOTAL NAYS-00

CARRIED _____

DEFEATED _____

UNANIMOUS X

TOTAL VOTES-22

COMMISSION ACTION

The Waukesha County Park and Planning Commission after giving consideration to the subject matter of the Ordinance to amend the Town of Brookfield Zoning Code hereby recommends approval of (ZT-1722 Town of Brookfield Board) in accordance with the attached "Staff Report and Recommendation".

PARK AND PLANNING COMMISSION

September 1, 2011



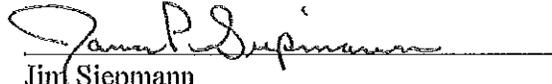
Gary Godéchild, Chairperson



Bob Peregrine, Vice Chairperson



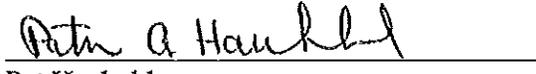
William Mitchell



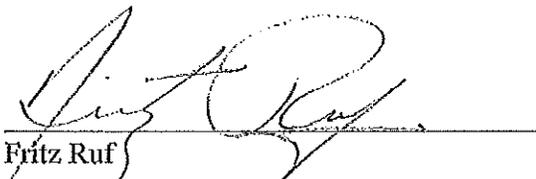
Jim Siepmann



Walter Kolb



Pat Haukohl



Fritz Ruf

WAUKESHA COUNTY DEPARTMENT OF PARKS AND LAND USE
STAFF REPORT AND RECOMMENDATION
TEXT AMENDMENT

FILE NO.: ZT-1722

DATE: September 1, 2011

PETITIONER: Town of Brookfield Board
Town of Brookfield Hall
645 N. Janacek Road
Brookfield, WI 53045-6052

NATURE OF REQUEST:

Repeal and recreate Section 17.08(5)(a)3 of the Town of Brookfield Zoning Code to allow multi-tenant signage to display the names of more than three tenants.

PUBLIC HEARING DATE:

March 22, 2011

PUBLIC REACTION:

Several business owners and landlords expressed support for the amendment, noting a need for visibility and wayfinding for businesses.

TOWN PLAN COMMISSION:

On March 22, 2011, the Town of Brookfield Plan Commission voted unanimously in favor of amending the Zoning Ordinance.

TOWN BOARD ACTION:

On April 6, 2011, the Town of Brookfield Town Board voted unanimously to approve the Zoning Ordinance amendment as recommended by the Town Plan Commission.

OTHER CONSIDERATIONS:

In 2008, the Town of Brookfield made various changes to its signage regulations. As part of the 2008 amendments, parameters were placed upon multi-tenant signage, limiting the number of tenants that could be identified on a multi-tenant sign to three. Based upon a request for a change to this provision made by a local property owner, the Town proposed this code change and the Town's Architectural Committee recommended that the three tenant maximum be eliminated, noting that adequate provisions exist within the ordinance for case by case review of proposed signage. The Committee felt that Master Sign policy provisions, which consider such factors as posted speed limits and traffic volume along commercial corridors and needs for directional signage, would ensure that adequate protections are in place.

ZT-1722 Town of Brookfield Text Amendment

STAFF RECOMMENDATION:

It is the opinion of the Planning and Zoning Division Staff that this request to be **approved**. We feel that the proposed amendment is minor in nature and that review of specific requests should continue to ensure that signage is tasteful and appropriate for each unique setting.

Respectfully submitted,

Jason Fruth /Kab

Jason Fruth
Planning and Zoning Manager

Attachment: Town Ordinance

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166-0-049

4.

**ORDINANCE REPEALING AND RECREATING SECTION 17.08(5)(a)3.
OF THE ZONING CODE OF THE
TOWN OF BROOKFIELD, WAUKESHA COUNTY, WISCONSIN**

THE TOWN BOARD OF THE TOWN OF BROOKFIELD, WAUKESHA COUNTY,
WISCONSIN, DOES ORDAIN AS FOLLOWS:

SECTION 1: Section 17.08(5)(a)3. of the Zoning Code of the Town of
Brookfield is hereby repealed and recreated to read as follows:

3. Shall not exceed 70 square feet of sign display area per side, nor 140 square feet sign display area on all sides, for single occupant buildings, or up to 120 square feet of sign display area per side for multi-tenant developments. Free standing signs shall identify the name of the development.

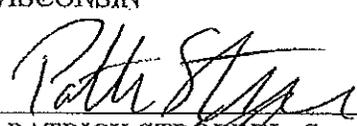
SECTION 2: All ordinances or parts of this ordinance conflicting or
contravening the provisions of this ordinance are hereby repealed.

SECTION 3: This ordinance shall take effect upon passage and posting as
provided by law.

Dated this 6th day of April, 2011.

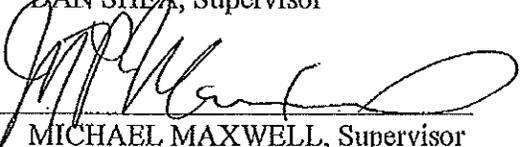
TOWN BOARD, TOWN OF BROOKFIELD,
WAUKESHA COUNTY, WISCONSIN

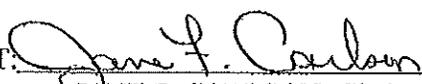
BY: 
KEITH HENDERSON, Chairman

BY: 
PATRICK STROEBEL, Supervisor

BY: 
DAN SHEA, Supervisor

BY: 
JOHN R. SCHATZMAN, SR.
Supervisor

BY: 
MICHAEL MAXWELL, Supervisor

ATTEST: 
JANE F. CARLSON, Clerk