



NEENAH PLAN COMMISSION

**September 26, 2023
4:15 P.M.
Hauser Room, City Administration Building**

1. Approval of Minutes: **August 29, 2023**
2. Public Appearances (Ten minutes divided among those wishing to speak on topics pertinent to the Plan Commission)
3. Public Hearings:
 - a. Zoning Code Amendment - Tourist Housing (Sec. 26-661(11))
 - b. Zoning Code Amendment - Sign Code (Chapter 24)
4. Action Items:
 - a. Zoning Code Amendment - Tourist Housing (Sec. 26-661(11)) - Ord No 2023-12
 - b. Zoning Code Amendment - Sign Code (Chapter 24) - Ord No 2023-13
 - c. Annexation #230 - Honor Street (Freedom Acres)
 - d. Preliminary Plat - 1st Addition to Freedom Acres
 - e. Final Plat - 2nd Addition to the Homes at Freedom Meadows
 - f. Site Plan - 2475 Progress Court - Animal Shelter
5. Comprehensive Plan 2040 - 5-Year Review
 - a. Chapter 4: Economic Development
6. Announcements and future agenda items:
 - a. Next Meeting: October 10, 2023

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Neenah will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance, or reasonable accommodation in participating in this meeting or event due to a disability as defined under the ADA, please call the Community Development Department Administrative Assistant at 920-886-6125 or the City's ADA Coordinator at (920) 886-6106 or e-mail attorney@ci.Neenah.wi.us at least 48 hours prior to the scheduled meeting or event to request an accommodation.

MINUTES OF THE NEENAH PLAN COMMISSION
Tuesday, August 29 2023
4:15 p.m.

Present:

Mayor Jane Lang, Chairperson	PRESENT	Alderman Dan Steiner, Vice Chairperson	PRESENT	Gerry Kaiser, Director of Public Works	PRESENT
Kate Hancock-Cooke	ABSENT	Karen Genett	PRESENT	Betsy Ellenberger	ABSENT
Gerry Andrews	ABSENT	Sarah Moore-Nokes	PRESENT		

Also Present:

Brad Schmidt, Deputy Director of Community Development	Kayla Kubat, Administrative Assistant of Community Development	James Merten- Traffic Engineer, Public Works
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Minutes: MSC Kaiser/Moore-Nokes, the Plan Commission, to approve the July 31, 2023 meeting minutes.
All voting aye. Motion passed.

Public Appearances: Vice Chairperson Alderman Steiner opened public appearances to topics not related to the agenda.

No one in attendance spoke. Vice Chairperson Alderman Steiner closed public appearances.

Public Hearings: None

Action Items:

a. **Annexation #229 – Liberty Avenue (Homes at Freedom Meadows)**

ORD. No. 2023-11

Deputy Director Schmidt went over the annexation for review. The City of Neenah is proposing to annex land contiguous to the City for the purpose of developing the Second Addition to The Homes at Freedom Meadows subdivision. The 19.938 acres of land is currently undeveloped farmland located in the Town of Vinland along the terminus of Liberty Avenue. The Homes at Freedom Meadows and the 1st Addition to the Homes at Freedom Meadows subdivision, south and east of the proposed annexation, are currently platted and new single-family homes have been and soon will be built. In 2020, the City purchased 130 acres of land along the Woodenshoe Road and County Highway G. This proposed annexation will be the fourth phase of the development. Upon annexation the subject land will become part of the R-1, Single-Family Residence District. This development will include 34 single-family lots and land intended for a future city park.

MSC Moore/Genett, the Plan Commission to recommend Common Council approve Annexation #229 (Ordinance #2023-11) and the property also receive an R-1 Single-Family Residence District zoning classification. All aye. Motion passed.

b. **Preliminary Plat – 2nd Addition to the Homes at Freedom Meadows**

The proposed plat, 19.938 acres in size, includes 34 single-family residential lots and three outlots. The land is currently in the Town of Vinland but will be annexed to the City and receive a R-1, Single-Family Residence District zoning classification. The average lot size is approximately

16,000 square feet which exceeds the minimum lot size for single-family residential lots. The residential lots average 73 feet wide.

One road, Patriotic Street, is proposed in the new subdivision. The east/west street connects to Woodenshoe Road to the east and will extend further west as shown on the approved concept plan. Staff is requesting a change to the street name from an adjective to a noun. The applicant did propose Patriot Street, but that name was rejected by the County due to a similar street name in Oshkosh. Prior to the final plat, a new name will be proposed. Sidewalks are not planned for this street.

As with all subdivisions in the City, a development agreement, outlining the fees and responsibilities between the City and the developer, will be completed before the final plat is approved. The Public Works Department has reviewed the engineering plans for this plat and have requested several minor changes.

Storm water will be managed through rear yard drainage swales, storm sewers and ultimately storm water from this plat will be diverted to a storm water retention pond located along Woodenshoe Road and Freedom Meadows Drive within the development. This pond is designed to manage storm water for the initial and future phases of the development.

The developer is dedicating approximately 4.45 acres of land along the northern portion of the plat for a future park. The park is planned to serve as a neighborhood park with the possibility to expand (north) and become a community park. Two additional outlots will also be dedicated to the City. Outlot 4, located along Liberty Avenue, is an unbuildable remnant piece of land which could be used as a small pocket park or other neighborhood amenity in the future.

The right-of-way width of Loyal Drive, Bald Eagle Drive and Freedom Meadows Drive are all 50 feet while Liberty Avenue is 60 feet. This plat will include sidewalk on all streets. In addition, on-street parking and future street connections to the north will necessitate wider streets around the park. Staff recommends increasing the width of Bald Eagle Drive and Loyal Drive to 60 feet to accommodate sidewalk, additional traffic volume and on-street parking.

The proposed plat is consistent with the Freedom Acres/Homes at Freedom Meadows concept plan recently updated and approved by Plan Commission. This phase represents the third out of six phases for the Homes at Freedom Meadows. The first of three phases of Freedom Acres have been completed.

Member Kaiser asked if the street names are established. Deputy Director Schmidt stated the street names are not set yet. In conversation with an emergency representative for Winnebago County, there is an ordinance that shows the county as an objecting authority and not an approval authority. This meaning they can object a street name but not deny a street name. We do want to work with Winnebago County, especially their 911 personnel, to avoid confusion.

Vice Chairperson Alderman Steiner asked what the timeline is for this development. Deputy Director Schmidt said it sounds like the developer wants to get started this winter.

Member Moore-Nokes asked how many phases are scheduled for this area. Deputy Director Schmidt explained there are eight phases and went over the phases on the map that have already been completed and the ones that are planned but have not been started.

MSC Genett/Moore-Nokes, the Plan Commission, to recommend Common Council approve the Preliminary Plat for the Second Addition to the Homes at Freedom Meadows subdivision subject to the conditions on the preliminary plat review letter. All aye. Motion passed.

c. Amended Right-of-Way Plat - S. Commercial Street Reconstruction Project

This amendment is currently on hold. No action taken.

d. Right-of-Way Plat – S. Commercial Street/Winneconne Avenue Reconstruction Project

Traffic Engineer Merten shared the reconstruction project for S. Commercial Street and Winneconne Avenue. To match the proposed layout for the project, a southbound right turn lane is proposed to be constructed at the intersection of Commercial Street and Winneconne Avenue. This intersection work is proposed to be completed in 2024 to maintain traffic flow during construction for the 2025 project.

The intersection improvements require the City to acquire land interests from the property at the northeast corner of the intersection. Per Wisconsin Statutes, the first step in the acquisition process is approval of a relocation order by the City. This declares the intent and purpose of the acquisitions, provides a schedule of the required interests, and drawings of the project that show those interests.

Member Genett clarified the land being acquired would be the cell phone store. Traffic Engineer Merten said yes that is the land currently being looked at.

Vice Chairperson Alderman Steiner asked if the property owner is okay with selling. Traffic Engineer Merten stated there have been conversations with him and he is interested in developing the property with access off Commercial St. This current project would make that access easier to allow. However, in the conversations had, he has given off the impression of willing to sell what is needed.

Member Genett asked would the property owner still be able to have 100ft of access. Traffic Engineer Merten said it depends on what the property owner puts on the property in terms of potential traffic demand to the site.

Traffic Engineer Merten discussed the layout of the proposed reconstruction and how the traffic flow would be handled. He also stated this is a more accident-prone intersection and the need to remember that when adding another driveway is important. Member Genett said the ideal driveway would be off Church St. Traffic Engineer Merten said there currently is a driveway off Church Street. However, it depends on what goes into that development and if the property owner feels there is a restriction of access into the business.

MSC, Moore-Nokes/Kaiser, the Plan Commission to recommend the Common Council approve the Resolution 2023-23, the relocation order for the southbound right turn lane project on S. Commercial St at the intersection of Winneconne Avenue. All aye. Motion passed.

Comprehensive Plan 2040 – 5-Year Review:

a. Chapter 3: Land Use

Deputy Director Schmidt went over the updating of the plan with the new 2020 Census data and looking at the goals and recommendations and what has been accomplished or what may not be applicable anymore.

Deputy Director Schmidt discussed the updated land use data. The city has increased by 200 acres since 2016. Most of this increase has been residential, roughly 2,300 acres. Equalized value of land increased from 2015 to 2023. We did not see a big increase in population density. Also, since 2010, the number of housing units increased by 10%, the land use increased by 107 acres. All these numbers fall into the projections of the plan. However, we did not see significant growth in single-family or commercial to the point of projection. This may be due to the COVID-19 pandemic, smaller subdivisions, and no annexation of land bringing in large commercial properties.

Member Moore-Nokes asked what is extra-territorial. Deputy Director Schmidt explained that it is areas outside of the city within a 3 miles radius that is not incorporated. This gives the ability to plan for future streets and approve land divisions that are consistent with our subdivision ordinances.

Vice Chairperson Alderman Steiner asked if with the Town of Neenah's boundary agreement, they should be planning around the expectations the City of Neenah has set. Deputy Director Schmidt said yes and the city does work with the Town and we have an inter-governmental section to work together.

Deputy Director Schmidt discussed the growth that is happening on the west side of the city and taking a closer look to see if there would be opportunities for commercial or multi-family and look at the future land use to utilize the best street network and infrastructure. This plan is the vision of the City in terms of land use and growth.

Deputy Director Schmidt went over the issues and opportunities found in the plan and the updates and changes we can make now since the plan's inception. One removal would be the ideas if ThedaCare would have moved out of the city. Also adding the city could benefit from adding more housing opportunities.

Deputy Director Schmidt went over updating the economic development section with plans that have been completed such as the Neenah Next Downtown Master Plan and the S Commercial Corridor Plan. Also updating in regard to what has been accomplished, no longer relevant, or on-going.

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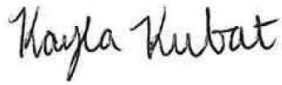
Member Moore-Nokes asked if there are priorities of projects. Deputy Director Schmidt said there is a prioritization plan and also in reviewing the plan make sure the prioritization in the plan is still relevant.

Vice Chairperson Alderman Steiner asked how is this plan used year to year. Deputy Director Schmidt said ideally it would be helpful to refer to the comprehensive plan for city planning and budget planning purposes.

Announcements and Future Agenda Items: Next meeting is scheduled for September 12, 2023.

Adjournment: The Commission adjourned its meeting at 5:19 p.m. MSC Genett/Moore-Nokes. All voting Aye. Motion passed.

Respectfully Submitted,

A handwritten signature in black ink that reads "Kayla Kubat". The signature is written in a cursive, flowing style.

Kayla Kubat

Administrative Assistant, Department of Community Development



Department of Community Development and Assessment
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Phone 920-886-6126 • e-mail: bschmidt@ci.neenah.wi.us
BRAD R. SCHMIDT, AICP
DEPUTY DIRECTOR OF COMMUNITY DEVELOPMENT

M E M O R A N D U M

DATE: September 26, 2023
TO: Mayor Lang and Members of Plan Commission
FROM: Brad Schmidt, AICP, Deputy Director
RE: Zoning Code Amendment – Section 26-661(11) – Tourist Housing

In 2017, the City amended the Zoning Code to include regulations for tourist housing (short-term rentals). Under the current ordinance, property owners with a valid tourist housing license are allowed to rent their house for up to 120 days within a calendar year. A few months after the City adopted the tourist housing ordinance, the State of Wisconsin adopted 2017 Act 59 which included limitations on municipal regulations for short term rentals. Specifically, the State law prohibits a municipality from limiting the number of days a property owner can rent their house to no less than 180 days. The City's language should be amended to be consistent with the State's minimum of 180 days or a number greater than that. Staff recommends amending the ordinance to increase the allowable rental days in a calendar year from 120 days to 180 days.

Recommendation

Appropriate action at this time is for Plan Commission to recommend Common Council approve Ordinance No. 2023-12, amending Section 26-661(11) of the Code of Ordinances relating to Tourist Housing.



211 Walnut Street
Neenah, WI 54956

AN ORDINANCE: By Plan Commission
Re: Amending Section 26-661(11) of the Code of
Ordinances relating to Tourist Housing.

ORDINANCE NO. 2023-12
Introduced: _____
Committee/Commission Action: _____

AN ORDINANCE

The Common Council of the City of Neenah, Wisconsin, do ordain as follows:

Section 1. Chapter 26, Article 15 of the Code of Ordinances of the City of Neenah, consisting of Sections 26-660 to 26-674, relating to Tourist Housing permits is amended to eliminate the stricken language and add the highlighted language to read as follows:

Sec. 26-661. Standards.

All tourist housing properties shall conform to the following standards:

- (11) A tourist housing property may be rented up to ~~120~~ **180** days within a calendar year.

Section 2. Severability. In the event any section, subsection, clause, phrase or portion of this ordinance is for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

Section 3. Repeal and Effective Date. All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Published: _____

Moved by: _____

Adopted: _____

Approved: _____

Approved:

Jane B. Lang, Mayor

Attest:

Charlotte Nagel, City Clerk

THIS INSTRUMENT WAS DRAFTED BY:
City Attorney David C. Rashid
211 Walnut Street
Neenah, WI 54956
State Bar No. 1056542



M E M O R A N D U M

DATE: September 26, 2023
TO: Mayor Lang and Members of Plan Commission
FROM: Brad Schmidt, AICP, Deputy Director and David Rashid, City Attorney
RE: Zoning Code Amendment – Chapter 24 – Sign Code

The City's Sign Code (Chapter 24), in its current form, was adopted in 1977. Since that time, a few minor amendments have been approved, none more recently than in 2010. A lawsuit brought against the City earlier this year identified several inconsistencies with a recent U.S. Supreme Court decision (*Reed vs. Gilbert*) which prohibits the regulation of signs based on their content, unless such is merely and wholly incidental to it. The *Reed* case established that sign regulations must be content-neutral otherwise they risk infringing on a person's rights guaranteed by the First Amendment of the Constitution. As an example, the City's Sign Code regulates yard sale signs differently than real estate signs. Both types of signs necessarily require the reading of the sign's content to determine the sign type. Following the Supreme Court decision, Sign regulations must be content neutral and only be regulated by their size (height and area), location (location within a district and location on a property), or sign construction (material).

The City's sign code, as it's existed since 1977, includes several sections clearly violating the principles of the *Reed* Case. Among the provisions requiring change was the "Signs Not Requiring a Permit" section, which consolidates a number of sign types into one sign type called "portable yard signs". Additionally, several definitions have now been changed or strengthened to provide clarity, and the Chapter's purpose statement was also modified. The proposed amendments are intended to eliminate the First Amendment discrepancies, however, a full re-write of the sign code is expected in 2024.

Recommendation

Appropriate action at this time is for Plan Commission to recommend Common Council approve Ordinance No. 2023-13, repealing and recreating Chapter 24 of the Code of Ordinances relating to sign regulations.



211 Walnut Street
Neenah, WI 54956

AN ORDINANCE: Plan Commission
Re: Repealing and Replacing Chapter 24 Sign
ordinance regarding the regulation of signs in
the City of Neenah

ORDINANCE NO. 2023-13
Introduced: _____
Committee/Commission Action: _____

AN ORDINANCE

The Common Council of the City of Neenah, Wisconsin, does ordain as follows:

Section 1. Chapter 24 SIGNS, of the Code of Ordinances of the City of Neenah are repealed and replaced in its entirety.

Chapter 24 SIGNS

ARTICLE I. IN GENERAL

Sec. 24-1. Purpose.

- (1) The purpose of this chapter is to establish standards for the fabrication, erection, and use of signs, and to regulate the location, type, size, and height of signage for all properties within the City of Neenah. The adoption of this chapter reflects the formal finding of fact by the City of Neenah Plan Commission and Common Council that regulation of signage advances the following compelling governmental interests:
 - (a) Reduce signage that the City has determined to be a cause of unsafe traffic and visibility conditions for pedestrians, bicyclists, drivers, and passengers.
 - (b) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by the faulty and uncontrolled construction and use of signs within the City.
 - (c) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by distractions, obstructions, and hazards created by certain signs or by cluttered, distracting, or illegible signage.
 - (d) Promote the public welfare, health, and safety of all persons using public thoroughfares and rights-of-way within the City of Neenah in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (e) Preserve the value of private property by assuring the compatibility of signs with surrounding land uses.

- (f) Assure that public benefits derived from expenditures of public funds for the improvement and beautification of public streets and other public structures and spaces are protected by exercising reasonable controls over character and design of signage.
 - (g) Advance the aesthetic goals of the City throughout the community and ensure the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
 - (h) Establish and maintain a distinction between commercial and non-commercial signage as significant due to the inherent nature of commercial signs being indefinitely erected, larger and more prominent than other signs. Whereas indefinitely erected and attention seeking signs often directly affect sightlines, policing power, property values, aesthetics, traffic safety, and the like. Moreover, commercial signs, typically larger and indefinitely erected, require on-going maintenance and upkeep. Thus, it is significantly important for the City to require permits, allowing the City to monitor commercial signs as relates to the City's inherent interests.
- (2) Furthermore, this chapter leaves ample and adequate alternative channels of commercial speech communication for the messages portrayed on advertising signs - namely, distributed print media, broadcast media, and point-of-purchase display - and is narrowly defined so as to limit said prohibition to commercial speech on exterior signage and signage intended to be viewed from beyond the boundaries of a site.
 - (3) The penalties of the City of Neenah Municipal Code may be applicable to violations of the provisions of this chapter.
 - (4) Any sign authorized by this chapter may contain a noncommercial message.
 - (5) Signs that fail to comply with the requirements in this title are subject to the penalties found in section 1-20.

(Code 1977, § 18.01(1))

Sec. 24-2. Intent and Severability.

It is not intended by this chapter to repeal, abrogate, annul, impair, or interfere with any existing rules, regulations, or permits previously adopted or issued pursuant to law. Where this chapter imposes greater restrictions, the provisions of this chapter shall govern.

The sections, subsections, paragraphs, sentences, clauses and phrases of this Chapter and all provisions adopted by reference in this Chapter are *severable* so that if any section, subsection, paragraph, sentence, clause and phrase of this Chapter or of any provision adopted by reference in this Chapter is declared unconstitutional or invalid by a valid judgment of a court of competent jurisdiction, such judgment shall not affect the validity of any other section, subsection, paragraph, sentence, clause and phrase of this Chapter or of any provision adopted by reference in this Chapter, for the common council declares that it is its intent that it would have enacted this Chapter and all provisions adopted by reference in this Chapter without such invalid or unconstitutional provisions.

(Code 1977, § 18.01(2))

Sec. 24-3. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned sign means a sign, and all of its components, which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted, or product available on the premises, for a period of 60 days or more, where the sign is displayed.

Animated sign means a sign that uses movement or change of lighting to depict action or create a special effect or scene.

Area of copy means the entire area within a single, continuous perimeter composed of squares or rectangles which enclose the extreme limits of the advertising message, announcement, or decoration of a wall sign.

Area of sign means the area of the largest single face of the sign within a perimeter which forms the outside shape including any frame that forms an integral part of the display, but excluding the necessary supports or uprights on which the signs may be placed. If the sign consists of more than one section or module, all areas will be totaled. Any irregular shaped sign area shall be computed using the actual sign-face surface. In the case of wall signs the area of copy will be used.

Athletic field sign means a sign located within an athletic field owned by a school for use in secondary education interscholastic sports.

Banner means any sign of lightweight fabric or similar material mounted by the edges to a building.

Billboard. See "Off-Premises Sign."

Building face means that portion of a building, which is parallel or nearly parallel to an abutting roadway.

Business identification sign means any sign, which promotes the name and type of business only on the premises where it is located.

Canopy sign means any sign attached to or constructed in, on, or under a canopy. For the purposes of this chapter, an awning promoting the name and type of a business shall be considered a canopy sign. The area of a canopy sign is calculated by the area of copy.

Changeable message sign means a sign, either a ground or wall type sign, such as an electronic or a controlled time and temperature sign, message center or reader board, whether electronic, electric, or manual, where different copy changes.

Copy means the wording on a sign surface.

Commercial Message Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business product, service, idea, or commercial activity.

Commercial Vehicle means any vehicle subject to registration fees under Wis. Stat. § 341.25(2) or intended primarily for commercial purposes, including trailers, semi-tractors/trailers and school buses.

Directional sign means a sign providing general information, such as "no parking", "parking areas", "entrance", "exit", "truck and passenger loading/unloading areas", "identification names", "numbers or names of occupants", "signs posted on private property relating to private parking or warning the public against trespass or danger of animals", "neighborhood crime watch signs" or other messages or symbols necessary to direct vehicles or pedestrians to, through or within a site.

Electric sign means any sign containing electrical wiring, which is attached or intended to be attached to an electrical energy source.

Flashing sign means any sign which contains an intermittent or flashing light source, or which includes the illusion of flashing, light by means of animation, or an externally mounted intermittent light source, not including changeable message signs.

Frontage means the length of the property line of any one premise parallel to and along each public right-of-way it borders. Said public right-of-way may be known as a frontage road.

Gross area means the area of a wall sign determined by using the outside perimeter dimensions of the sign. If the sign consists of more than one module or section, their areas will be totaled. If the modules are formed in the shape of letters or symbols the rules for Area or Copy apply.

Ground sign means a sign affixed to the ground on a freestanding frame, mast or pole, or more than one such mast or pole, and not attached to any building. The area of ground signs is calculated on one face only.

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.

Movable sign means any sign not permanently attached to the ground or a building and in excess of ten square feet in area.

Nonconforming sign means a sign that does not meet code regulations.

Off-premises signs means a sign, including billboard, which advertises goods, products, facilities, or services not necessarily on the premises where the sign is located, or directs persons to a different location from where the sign is located. Athletic field signs shall not be considered off-premises signs. Sandwich board signs, as defined in this chapter, shall not be considered off-premises signs.

Permanent sign means a sign that is self-supporting and sufficiently attached to a building or its own ground foundation.

Portable yard sign means a sign of ten (10) square feet or less often needed on a temporary basis in an area that is not permanently attached to the ground or building. Such signs are freestanding and mounted on one or two stakes or posts and do not have footings. This sign category is intended to accommodate a wide variety of sign purposes.

Principal building means the building in which is conducted the principal use of the lot on which it is located.

Projecting sign means a sign, normally double faced, which is attached to and projects from a structure or building face. The area of projecting signs is calculated on one face only.

Roof sign means a sign erected upon, against or above a roof.

Sandwich board/sidewalk sign means an unlit freestanding, internally weighted portable sign frequently but not exclusively having the cross-sectional shape of an A.

Sign means any object, device, display, structure, or part thereof, situated or visible from outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, logos, symbols, fixtures, colors, illumination, or projected images.

Signs do not include:

- (a) Traffic control and other government messages located within a right-of-way.
- (b) Decorations that are incidentally and customarily associated with any national holiday or religious holiday, or with any community festival or similar event.
- (c) Flags which do not contain a commercial message, commercial logo, or commercial colors.
- (d) Art works, including but not limited to wall murals, which do not contain a commercial message, logo, or colors; and/or which contain pictorial representations referring to businesses, merchandise, products, or services of an exclusively historic nature of 50 years or older (meaning no longer offered as an active commercial enterprise).
- (e) Building colors and lighting which do not contain a commercial message, commercial logo, or commercial colors.

(f) Interior site signs located on the interior of the grounds of the following land uses: outdoor open space, passive outdoor recreational, or active outdoor public recreational facility, which are primarily oriented to persons within the grounds.

(g) Interior building signs located on the interior of a building and not attached to or located within three feet of the inside of a window, which are primarily oriented to persons within the building.

(h) Window displays of merchandise, pictures, or models of products or services incorporated in a window display, which are not directly attached to an interior or exterior window surface.

(i) Individual signs less than one square foot in area are not regulated by this ordinance. Individual signs shall not be combined in a "mosaic" arrangement to create a resulting larger sign.

Sign contractor means any person, partnership, or corporation engaged in whole or in part in the erection or maintenance of signs, excluding the business, which the sign advertises.

Sign structure means any structure or material, which supports, has supported, or is capable of supporting or helping maintain a sign in a stationary position, including decorative covers.

Swinging sign means a sign installed on an arm or mast or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole.

Vision clearance area means an unoccupied space extending along the full width of the front lot line between side lot lines as defined in Section 26-3 of the Neenah Municipal Code. Such space shall remain clear of obstructions between three and ten feet above grade.

Vision clearance triangle means an unoccupied triangle space at the street corner of a corner lot as defined in Section 26-3 of the Neenah Municipal Code. Such space shall remain clear of obstructions between three and ten feet above grade.

Wall sign means a sign attached to or erected against the wall or a building with the face in a parallel plane to the plane of the building wall. A wall sign may project up to 18 inches from a wall or building.

Window sign means a sign installed inside a window for purposes of viewing from outside the premises.

(Code 1977, § 18.09; Ord. No. 1354, § 1(Exh. A), 5-2-2007; Ord. No. 1401, § 1, 4-7-2010)

Secs. 24-4—24-25. Reserved.

ARTICLE II. ADMINISTRATION

Sec. 24-26. Enforcing officer.

The Department of Community Development shall enforce this chapter and shall perform the following duties:

- (1) Issue permits and conduct inspections of property to determine compliance with the terms of this chapter;
- (2) Establish and enforce necessary or desirable regulations in writing, clarifying or explaining any provision of this chapter;
- (3) Receive and file all applications for variances or appeals; and
- (4) Maintain permanent and current records of this chapter, including but not limited to the following: all permits, plans, variances and appeals.

(Code 1977, § 18.02(1))

Sec. 24-27. Permits required.

It shall be unlawful for any person to erect, construct, relocate, enlarge or structurally modify any sign in the City, or cause the same to be done without first obtaining a sign permit for each sign as required by this chapter. Permits shall not be required by a change of copy on any sign, nor for repainting, cleaning, and other normal maintenance or repair of the sign or sign structure.

(Code 1977, § 18.02(2))

Sec. 24-28. Permit application.

The application for a sign permit shall be accompanied by a plan or design of the sign showing the following information:

- (1) The location and nominal dimensions of the proposed sign;
- (2) The kinds of material to be used in the construction and/or erection of the sign;
- (3) Construction specifications, if required, showing that the structure and design meet the requirements of this chapter for wind pressure load;
- (4) The location, size and types of other signs on the premises if such signs exist; and
- (5) The area of the building face if the sign is to be attached to it.

(Code 1977, § 18.02(3))

Sec. 24-29. Permit fees.

Permit fees as established by the Common Council, shall be paid at the time the sign permit is issued.

(Code 1977, § 18.02(4))

Sec. 24-30. Inspection required.

The applicant shall upon completion of the installation, relocation, or alteration of a sign, notify the Department of Community Development, which will make an inspection to ensure that the sign complies with the regulations of this chapter.

(Code 1977, § 18.02(5))

Sec. 24-31. Permit issuance and denial.

A sign permit shall be issued when the application is properly made, all fees have been paid, and the proposed sign is found to be in compliance with all appropriate laws and regulations of the City, which issuance shall be made within a reasonable time, but not beyond 30 days. If the sign permit is denied, written notice of the denial shall be given to the applicant, together with a brief written statement of the reasons for the denial.

(Code 1977, § 18.02(6))

Sec. 24-32. Appeal or variance.

The holder of a denied permit shall be entitled to an appeal before the Zoning Board of Appeals, which appeal shall be held within 30 days of its request by the aggrieved party. In addition, any variances or exceptions to this chapter will also be considered by the Board.

(Code 1977, § 18.02(7))

Secs. 24-33—24-55. Reserved.

ARTICLE III. NONCONFORMING SIGNS

Sec. 24-56. Continuation.

Any sign located within the City on the date of adoption of this chapter, or located in an area annexed to the City, hereafter, which does not conform with the provisions of this chapter, is eligible for characterization as a nonconforming sign and may be continued, except as provided below:

- (1) The sign is structurally altered in any way except for normal maintenance and repair, which tends to make the sign less in compliance with the requirements of this chapter than it was before alteration;
- (2) The sign is relocated;
- (3) The sign is replaced;
- (4) The sign fails to conform to this chapter regarding maintenance and repair, construction standards, or dangerous and abandoned signs; and
- (5) Normal maintenance and repair is limited to painting and/or replacement of nonsupporting members such as the facing material or cross bracing. Individual support posts or members which are structurally damaged by any cause may not be replaced but the sign may continue to be used at dimensions reduced proportionately after removal of said damaged portions. Should more than 50 percent of the support posts be damaged at any one time, the sign will be deemed unrepairable and must be removed.

On the date of occurrence of any of the above, the sign shall be immediately brought into compliance with this chapter with a new permit secured or shall be removed.

(Code 1977, § 18.03(1))

Sec. 24-57. Notification.

Upon its determining that a sign is nonconforming or prohibited, within a reasonable time but not beyond thirty (30) days thereafter, the Department of Community Development shall notify the user or owner of the property on which a nonconforming or prohibited sign is located of the following facts:

- (1) Whether the sign is eligible for characterization as a nonconforming sign or is considered a prohibited sign;
- (2) The reason for the sign's nonconforming or prohibited status; and
- (3) The remedies for correction of nonconforming status.

(Code 1977, § 18.03(2))

Secs. 24-58—24-80. Reserved.

ARTICLE IV. DANGEROUS, UNMAINTAINED AND ABANDONED SIGNS

Sec. 24-81. Intent.

In order to ensure public welfare and safety, and to promote community aesthetics, any dangerous, unmaintained, and abandoned signs shall be ordered removed from the property upon which they are located.

(Code 1977, § 18.04(1))

Sec. 24-82. Deteriorated or dilapidated signs.

The Department of Community Development shall cause to be removed any deteriorated or dilapidated signs under the provisions of Wis. Stats. § 66.0413.

(Code 1977, § 18.04(2))

Sec. 24-83. Maintenance and repair.

Regulations for the maintenance and repair of signs are as follows:

- (1) Except for prohibited signs subject to removal, or when repairs for signs are not allowable under this chapter, every sign, including but not limited to those signs for which permits are required, shall be maintained in a safe, presentable, and good structural condition at all times, including replacement of defective parts, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of said sign; and
- (2) The Department of Community Development shall require compliance with all standards of this chapter. If the sign is not modified to comply with safety standards outlined in this chapter, the Department of Community Development shall require its removal.

(Code 1977, § 18.04(3))

Sec. 24-84. Abandoned signs.

Regulations for abandoned signs are as follows:

- (1) All signs or sign messages shall be removed within 60 days by the owner or lessee of the premises, when, for an on-premises sign, the business it advertises is no longer conducted; and for an off-premises sign, when lease payment and rental income are no longer provided; and
- (2) If the owner or lessee fails to remove the sign, the Department of Community Development shall give the owner 30 days' written notice to remove said sign. Upon failure to comply with this notice, the City may cause removal to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located.

(Code 1977, § 18.04(4); Ord. No. 1354, § 1(Exh. A), 5-2-2007)

Secs. 24-85—24-105. Reserved.

ARTICLE V. PROHIBITED SIGNS

Sec. 24-106. Intent.

Some specific signs and classes of signs, provide little value in identifying specific business, promoting advertising, communication and may only harm community aesthetics and/or the public welfare. Signs in this article are contrary to the purpose of this chapter.

(Code 1977, § 18.05(1))

Sec. 24-107. Prohibited signs.

The following signs shall be prohibited within the City:

- (1) Abandoned signs.
- (2) Off-premises signs.
- (3) Movable signs.
- (4) Swinging signs.
- (5) Roof signs.
- (6) Flashing or moving signs. No sign shall be permitted which is animated by means of flashing, scintillating, blinking, or traveling lights. Changeable message signs are not subject to this restriction. Signs with physically moving components visible from the public right-of-way are not permitted except for those, which revolve around a vertical axis at speeds less than seven revolutions per minute.
- (7) Floodlighted signs. Reflection illuminated signs whose light source is positioned so that 25 percent or more of its intensity is visible from a public right-of-way by vehicular traffic or whose light source is visible from residential property are prohibited.
- (8) Unclassified signs. Signs, which are an imitation of, or resemble in shape, size, copy or color any official traffic sign or signal are prohibited.
- (9) Advertising vehicle sign. A vehicle, trailer, or other piece of movable equipment which contains any sign or messaging device, which is unlicensed and/or inoperable, and which is parked on a public right-of-way or in a location that is not an active worksite or in such a manner as to be seen from a public right-of-way.
 - a. Commercial vehicles lawfully parked in any of the locations described below shall not be considered advertising vehicle signs.
 1. A commercial vehicle parked on-site at the place of business in a parking space designated for company vehicle parking or storage as designated on a site plan approved by the City; or

2. A commercial vehicle legally parked on-site at the residence of an employee (including driveways and legal off-street parking spaces).
- (10) Right-of-way signs. No sign, except those specifically permitted by Municipal Ordinance, shall be placed in any public right-of-way, unless said sign has been placed by the City of Neenah, or an organization working in direct cooperation therewith, and has received permission by the City for said sign's placement therein.
- (11) Animated signs.
- (12) Feather Sign. A sign consisting of a piece of vertically elongated, flexible material such as cloth or vinyl which is affixed to a single pole driven in the ground. The materials may be rigid or flexible, but is not permanent.

(Code 1977, § 18.05(2); Ord. No. 1354, § 1(Exh. A), 5-2-2007)

Secs. 24-108—24-130. Reserved.

ARTICLE VI. SIGNS NOT REQUIRING A PERMIT

Sec. 24-131. Intent.

Certain signs are generally temporary in nature, others are intended to communicate non-commercial speech or direct, and are not used to identify a business or for advertising. Still others are of such a nature as to not be obtrusive or otherwise negatively impact public welfare. Such signs do not require a sign permit, and as such are "exempt". However, such exempt signs used on a temporary or periodic basis, shall be subject to certain time limits and size limitations for their use. Additionally, if the Department of Community Development finds that any of such exempt signs should adversely impact public safety, or are not properly maintained, action may be taken to require compliance with this Article VII of this chapter.

(Code 1977, § 18.06(1))

Sec. 24-132. Signs requiring a time limit.

The following signs require a time limit:

- (1) *Pennants, searchlights or balloons.* These may be permitted as special promotion items in a commercial or industrial establishment for a total period not to exceed 30 days; and, will be allowed in residential districts during the time period of an open house or model home demonstration conducted by a real estate broker or sales associate for up to five days before the opening of such a demonstration or five days after, and not to exceed a total period of 30 days; and, shall not be attached to any vegetation;
- (2) *Athletic field signs—School district fields.* Signs within athletic fields, or within immediate proximity thereof, are subject to the following:
 - a. Signs may not exceed 40 square feet in area.
 - b. Athletic field signs shall be displayed only between March 15 and November 15 in any calendar year.

- c. The signs must be securely attached to and contained within athletic field fencing. In no case shall the sign extend beyond the top of the fencing or a height of ten feet, whichever is less.
- d. The sign back shall be of a dark green color (Pantone 3435) and the sign face shall be directed to the interior of the playing field. This provision will not apply to signs that are screened such that the sign is not visible from the exterior of the athletic field.
- e. If multiple signs are installed, they shall be of consistent size and mounting height to provide a uniform appearance. Fabric signs are permitted.
- f. Signs that are not properly maintained, found to be obscene ~~offensive~~ or in violation of federal, state or local codes must be immediately removed upon the order of the City.
- g. Prior to the installation of any athletic field sign, a detailed plan sufficient to determine compliance with the requirements of the sign code shall be submitted for review and approval by the Department of Community Development.

(Code 1977, § 18.06(2); Ord. No. 1354, § 1(Exh. A), 5-2-2007; Ord. No. 1401, § 2, 4-7-2010)

Sec. 24-133. Signs not requiring a time limit.

The following signs do not have a time limit:

- (1) *Nonilluminated emblems, or insignia.* Nonilluminated emblems, or insignia;
- (2) *Government signs.* Government signs for control of traffic and other regulatory purposes, danger signs, railroad crossing signs, and signs of public utilities indicating danger, and aids to service or safety which are erected by or on the order of a public officer in the performance of his public duty;
- (3) *Home occupation signs.* Signs associated with a home occupation as defined in the zoning code;
- (4) *House numbers and name plates.* House numbers and name plates not exceeding one square foot in area for each residential, commercial or industrial building;
- (5) *Interior signs.* Signs located within the interior of any building or structure, which are not visible from the public right-of-way. This does not, however, exempt such sign from the structural, electrical or material specifications of this chapter;
- (6) *Memorial signs and plaques.* Signs which are cut into masonry surface or inlaid so as to be part of a building or when constructed of bronze or other noncombustible material not more than four square feet in area;
- (7) *Public signs.* Signs required as specifically authorized for a public purpose by any law, statute or ordinance;
- (8) *Temporary window signs.* In business, commercial and industrial districts, the inside surface of any ground floor window may be used for attachment of temporary signs. The total area of such signs, however, shall not exceed 50 percent of the total window area and shall not be placed on door windows or other windows needed to be clear for pedestrian safety;

(Code 1977, § 18.06(3); Ord. No. 1354, § 1(Exh. A), 5-2-2007)

Secs. 24-134—24-155. Reserved.

ARTICLE VII. GENERAL SIGN STANDARDS

Sec. 24-156. Generally.

All permanent signs shall meet the general standards contained in this article regarding construction, installation and design.

(Code 1977, § 18.07)

Sec. 24-157. Specifications.

All signs shall comply with the provisions of the City Building Code and the State electrical code and the additional construction standards hereinafter set forth:

- (1) All sign structures shall be self-supporting structures and permanently attached to sufficient foundations;
- (2) Electric service to ground signs shall be concealed wherever possible;
- (3) All signs, except those attached flat against the wall of a building, shall be constructed to withstand wind loads as follows, with correct engineering adjustments for the height of the sign above grade:
 - a. For solid signs, 30 pounds per square foot on the largest face of the sign and structure; and
 - b. For skeleton signs, 30 pounds per square foot of the total face cover of the letters and other sign surfaces, or ten pounds per square foot of the gross area of the sign as determined by the overall dimensions of the sign, whichever is greater;
- (4) No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movement that could cause wear on supporting members or connections;
- (5) Supports and braces shall be an integral part of the sign design. Angle irons, chains, or wires used for supports or braces shall be hidden from public view to the extent technically feasible; and
- (6) All signs shall be marked with the manufacturer's name in a size which is easily visible from the ground. All electric signs shall also include: for incandescent lamp signs, the number of lamp holders; for electrical discharge lamp signs, the input amperes at full load and the input voltage.

(Code 1977, § 18.07(1))

Sec. 24-158. Installation standards.

- (a) *Safety.* All signs shall be installed and maintained in a workmanlike manner using equipment which is adequate and safe for the task. This chapter recognizes that one of the greatest perils to public safety is improper performance of sign contractors in the use of inadequate equipment. As such, a

sign permit may be denied if the sign contractor does not have or does not arrange for use of adequate equipment.

- (b) *Electric signs.* Electric sign contractors and their employees are hereon authorized to perform the following specific tasks:
- (1) Install exterior electric signs, ballasts, or high voltage transformers to sockets or outline lighting tubes, and connect said signs to primary branch circuit, if said circuit already exists outside of the building;
 - (2) Install interior electric signs, but not connect said signs to the primary branch circuit; and
 - (3) Maintain and replace any electric component within the sign, on its surface, or between the sign and building for exterior signs only. This chapter prohibits the electric sign contractor or its employees from performing work on electric signs in contradiction to the National Electrical Code or the City Electrical Code.

(Code 1977, § 18.07(2))

Sec. 24-159. Design requirements.

- (1) *General design requirements.*
- (a) All ground signs that are located within the applicable setback requirements shall maintain a minimum vertical distance of ten feet between the bottom of the sign and ground level, or shall not be more than three feet in height, measured from ground level to the top of the sign.
 - (b) No sign or sign structure shall be located within the vision clearance area.
 - (c) All projecting and canopy signs shall maintain a minimum vertical distance between the bottom of the sign and ground level at the right-of-way line of eight feet.
 - (d) The gross area of permanent window signs shall not exceed 50 percent of the gross window area of any given building face.
 - (e) Any sign location that is accessible to vehicles shall have a minimum vertical clearance of 16 feet.
 - (f) No sign shall be located where, by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.
- (2) *Projecting sign.*
- (a) Projection signs shall not exceed ten square feet in area.
 - (b) All projecting and canopy signs shall maintain a minimum vertical distance between the bottom of the sign and ground level at the right-of-way line of eight feet.
 - (c) Projecting signs may extend no further than five feet from the building to which they are attached.
 - (d) Projecting signs shall extend at a 90-degree angle to the building to which they are attached and shall be prohibited at building corners.
 - (e) Projecting signs are limited to one sign per building face with direct street and/or public area entry. Businesses without direct street and/or public area entry that are within a multitenant

building are allowed one combined projection sign per building face with street and/or public area entry that shall not exceed ten square feet per business or 20 feet in the aggregate.

- (f) Projection signs may be indirectly or directly illuminated. If indirectly illuminated, the light source shall be directed away from pedestrians and shall be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians. Backlit, halo-lit illumination, or reverse channel letters with halo illumination is permitted. Exposed neon tubing is permitted, but is prohibited from flashing or blinking.
- (g) Projection signs along Wisconsin Avenue/Main Street from Oak Street to Torrey Street and along Commercial Street from Doty Avenue to Nicolet Boulevard shall also meet the following additional requirements:
 - 1. The frames and faces shall be painted or stained wood or metal. Plastic signs are prohibited; however, those that accurately replicate a natural texture such as wood grain, stone or masonry may be permitted.
 - 2. The signs must hang at least six inches away from the building to which they are attached.

(3) *Sandwich board signs.*

- (a) Sandwich board signs shall only be permitted along Wisconsin Avenue/Main Street from Oak Street to Torrey Street and along Commercial Street from Doty Avenue to Nicolet Boulevard.
- (b) Sandwich board signs can be located in one of the following two locations within the prolonged limits of the property to which the sign references provided all other requirements can be met:
 - 1. The sign must be located a minimum of one foot from the face of the street curb but no further than four feet from the face of the curb. Signs are not permitted on any "bump-out" area, or;
 - 2. The sign must be within three feet of the building face.
- (c) Sandwich board signs must allow a minimum of five feet of clear sidewalk space between the sandwich sign and any other impediment to pedestrian movements.
- (d) Sandwich board signs shall not be located within 25 feet of a street intersection measured at the property line.
- (e) Sandwich signs shall be freestanding, internally weighted and shall not be anchored, or affixed to any sidewalk, light pole, sign, traffic signal, bench, newspaper vending box, planting structure or other similar structure or appurtenances. The signs shall be placed at sidewalk grade level and shall not be placed on planters, wall, curbs or any similar structure.
- (f) Sandwich board signs shall not exceed a total of eight square feet per sign face and shall not exceed a width of two and one-half feet or a height of four feet.
- (g) The sign frame shall be painted or stained wood or metal. Plastic signs are prohibited.
- (h) A minimum of 75 percent of the total sign area shall be intended for changeable copy and said copy shall be changed no less frequently than once per week. Changeable copy should be an integral part of the sign and not simply attached.
- (i) Windblown devices such as balloon, banners, or other similar item shall not be attached or otherwise made part of the sandwich sign.
- (j) Sandwich signs shall be placed at sidewalk grade level and shall not be placed on planters, wall, curbs or any similar structure.

- (k) Sandwich board signs shall be limited to one sign per each business' building face with direct street and/or public area entry. Businesses without direct street and/or public area entry that are within a multitenant building are allowed a total of two sandwich board signs per street and/or public area entry. No business shall be displayed on more than one sandwich board sign per street or public area entry.
 - (l) Sandwich board signs shall be stored inside overnight and/or when the business is closed.
 - (m) A certificate of liability insurance naming the City of Neenah as additional insured in the form of general commercial liability insurance in a minimum amount of \$300,000.00 per occurrence, \$1,000,000.00 in the aggregate, shall be provided with any application for a permit to locate a sandwich board sign in public right-of-way.
 - (n) A permit shall be issued annually for the placement of sandwich board signs and a permit fee as established in section 24-29 shall be required.
 - (o) Sandwich board signs with a paper by-product covering the copy area are prohibited.
- (4) *Changeable message center signs.*
- (a) The sign shall not exceed a total of 40 square feet in area.
 - (c) Scrolling of text is permitted. Animation and flashing of text or graphics is prohibited.
 - (d) No changeable message center sign shall be located where, by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.

(Code 1977, § 18.07(3); Ord. No. 1346, § 1(Exh. A), 12-20-2006; Ord. No. 1354, § 1(Exh. A), 5-2-2007; Ord. No. 1401, § 3, 4-7-2010)

Secs. 24-160—24-180. Reserved.

ARTICLE VIII. SIGN REQUIREMENTS BY ZONING DISTRICT

Sec. 24-181. Intent.

Zoning districts by definition, encourage and allow different uses and types of development. Therefore, the requirements for permitted signs in the districts also differ as related to types of signs, their height, area of coverage and setbacks.

(Code 1977, § 18.08(1))

Sec. 24-182. Single- and Two-Family Districts (R-1 and R-2).

Normally these districts do not allow signs. However, due to special situations that may have been created by special use approvals or rezoning the following guidelines are the maximum allowances for signage in these districts:

- (1) *Allowable signs.* Portable Yard signs, Wall signs and one ground sign per property. Ground signs are only allowed when the use of the property requires a special use permit.
- (2) *Area restriction.* Wall signs attached to building face shall not exceed one square foot. In addition, one ground sign is limited to twenty (20) square feet for uses which require a special use permit.,;

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- (3) *Height restriction.* Ground signs are not to exceed 12 feet in height; and
 - (4) *Setbacks.* All ground signs must be at least 20 feet from the front property line.
 - (5) *Portable Yard Signs.* A property is allowed one (1) portable yard sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed ten (10) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.
 - (c) During the construction of a subdivision plat, a temporary sign not to exceed one hundred (100) square feet may be placed along an entrance or entrances to the subdivision during construction. Construction shall be deemed complete once the City installs the temporary two-inch mat street within the subdivision.
 - (d) A sign permit is not required for portable yard signs.
 - (e) Portable yard signs shall be located outside the public right-of-way and the vision clearance area (only if the sign exceeds three (3) feet in height).
 - (6) *On-Site Directional Sign* – For a land use requiring a special use permit, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(2))

Sec. 24-183. High Density Residence Districts (M-1 and M-2).

These districts are similar to both One- and Two-Family Districts in that signs are not normally allowed. However, several institutional type uses and special uses are permitted in these districts as well as other existing nonconforming uses.

- (1) *Allowable signs.* Portable Yard signs, Wall signs, and one ground sign per property. Ground signs are only allowed when the use of the property requires a special use permit or includes a multi-family residence
- (2) *Area restrictions.* Wall signs attached to building face shall not exceed one square foot. In addition, one ground sign is limited to twenty (20) square feet for uses requiring a special use permit or is a multi-family residence.
- (3) *Height restrictions.* Ground signs may not exceed 25 feet in height; and
- (4) *Setbacks.* All ground signs must be at least 20 feet from the front property line.
- (5) *Portable Yard Signs.* A property is allowed one (1) portable yard sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed ten (10) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.

- (c) A sign permit is not required for portable yard signs.
- (d) Portable yard signs shall be located outside the public right-of-way and the vision clearance area (only if the sign exceeds three (3) feet in height).
- (6) *On-Site Directional Sign* - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(3))

Sec. 24-184. General Commercial District (C-1).

This district encourages the development of business uses both as a single tenant and as multiple tenants on a site. Also, this district may be located next to a divided highway corridor where high-speed traffic is present.

- (1) *Allowable signs.* Portable Yard signs, Wall signs, projecting signs, canopy signs, window signs and one ground sign per property;
- (2) *Area restrictions for a single tenant.* Wall, projecting and canopy signs shall not exceed 15 percent of the building face on which they are attached. In addition, one ground sign is to not exceed 100 square feet. For property located adjacent to a divided highway, a second ground sign of up to 200 square feet, is allowed along the divided highway right-of-way;
- (3) *Area restrictions for multiple tenants.* Wall, projecting and canopy signs shall not exceed 15 percent of the building face on which they are attached. In addition, one ground sign is not to exceed 100 square feet in the aggregate for multiple tenant developments with buildings of 15,000 square feet or less, or up to 400 square feet in the aggregate for multiple tenant developments with buildings of more than 15,000 gross square feet. For property located adjacent to a divided highway, a second ground sign, not to exceed 200 square feet in size, is allowed along the divided highway right-of-way;
- (4) *Height restrictions (both single and multiple tenants).* Ground signs are not to exceed 35 feet in height. Signs along a divided highway may exceed the elevation of the abutting highway pavement by 35 feet;
- (5) *Setbacks (both single and multiple tenants)* means ten feet from a street or highway right-of-way;
- (6) *Double frontage lots other than corner lots (both single and multiple tenants).* An additional ground sign is allowed along a second street frontage provided vehicular access is allowed from the abutting street. The total sign area for the property may be divided between the two signs but in no case will the total sign area exceed the total single sign area allowed for the property.
- (7) *Portable Yard Signs.* A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.

- (c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.
- (d) A sign permit is not required for portable yard signs.
- (8) Sandwich board signs when permitted in Section 24-159(3)
- (9) *On-Site Directional Sign* - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(4); Ord. No. 1346, § 1, 12-20-2006; Ord. No. 1372, § 1, 6-18-2008)

Sec. 24-185. Central Business District (C-2).

This district encourages high-density development of both single and multiple tenant uses. Businesses located in this district are less dependent upon passing traffic as in the General Commercial District.

- (1) *Allowable signs.* Portable Yard signs, Wall signs, projecting signs, canopy signs, window signs, and ground signs;
- (2) *Area restrictions for a single tenant.* Wall, projecting and canopy signs shall not exceed 15 percent of the building face on which they are attached. In addition, one ground sign is to not exceed 100 square feet. For property located adjacent to a divided highway a second ground sign of up to 200 square feet is allowed along the divided highway right-of-way;
- (3) *Area restrictions for multiple tenants.* Total area of permitted signs is to not exceed 15 percent of building face; one ground sign is not to exceed 200 square feet;
- (4) *Height restrictions (both single and multiple tenants).* Ground signs are not to exceed 35 feet in height;
- (5) *Setbacks (both single and multiple tenants).* No front setback is required;
- (6) *Double frontage lots other than corner lots (both single and multiple tenants.)* An additional ground sign is allowed along a second street frontage provided vehicular access is allowed from the abutting street. The total sign area for the property may be divided between the two signs but in no case will the total sign area exceed the total single sign area allowed for the property.
- (7) *Portable Yard Signs.* A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.
 - (c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.

- (d) A sign permit is not required for portable signs.
- (8) Sandwich board signs when permitted in Section 24-159(3)
- (9) *On-Site Directional Sign* - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(5); Ord. No. 1346, § 1, 12-20-2006; Ord. No. 1372, § 1, 6-18-2008)

Sec. 24-186. Planned Business Center District (I-1).

This district encourages uses that are generally either employment centers, or are planned developments adjacent to major highways.

- (1) If the uses are primarily commercial in nature, then refer to the General Commercial District (C-1) standards and restrictions; or
- (2) If the uses are primarily industrial in nature, then refer to the General Industrial District (I-2) standards and restrictions.
- (3) *Portable Yard Signs*. A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an “election campaign”, as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.
 - (c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.
 - (d) A sign permit is not required for portable yard signs.
- (4) *On-Site Directional Sign* - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(6); Ord. No. 1372, § 1, 6-18-2008)

Sec. 24-187. General Industrial District (I-2).

This district encourages uses that are generally employment centers and are not usually dependent upon passing traffic for business.

- (1) *Allowable signs.* Signs requiring Portable Yard Signs, wall signs, window signs, canopy and projecting sign and one ground sign;
- (2) *Area restriction.* Wall, projecting and canopy signs shall not exceed ten percent of the building face on which they are attached. In addition, one ground sign is limited to 100 square feet in area;
- (3) *Height restriction.* Ground signs may not exceed 35 feet in height. Signs along a divided highway may exceed the elevation of the abutting highway pavement by 35 feet; and
- (4) *Setbacks.* Signs must be set back ten feet from the front lot line.
- (3) *Portable Yard Signs.* A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, an additional portable sign, not to exceed ten (10) square feet is allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.
 - (c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.
 - (d) A sign permit is not required for portable yard signs.
- (4) *On-Site Directional Sign* - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(7); Ord. No. 1372, § 1, 6-18-2008)

Section 2. Severability. In the event any section, subsection, clause, phrase or portion of this ordinance is for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

Section 3. Repeal and Replaced and Effective Date. All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Moved by: _____

Adopted: _____

Approved: _____

Published: _____

Approved:

Jane B Lang, Mayor

Attest:

Char Nagel, City Clerk

Chapter 24 SIGNS

ARTICLE I. IN GENERAL

Sec. 24-1. Purpose.

- (1) The purpose of this chapter is to establish standards for the fabrication, erection, and use of signs, and to regulate the location, type, size, and height of signage for all properties within the City of Neenah. The adoption of this chapter reflects the formal finding of fact by the City of Neenah Plan Commission and Common Council that regulation of signage advances the following compelling governmental interests:
 - (a) Reduce signage that the City has determined to be a cause of unsafe traffic and visibility conditions for pedestrians, bicyclists, drivers, and passengers.
 - (b) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by the faulty and uncontrolled construction and use of signs within the City.
 - (c) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by distractions, obstructions, and hazards created by certain signs or by cluttered, distracting, or illegible signage.
 - (d) Promote the public welfare, health, and safety of all persons using public thoroughfares and rights-of-way within the City of Neenah in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (e) Preserve the value of private property by assuring the compatibility of signs with surrounding land uses.
 - (f) Assure that public benefits derived from expenditures of public funds for the improvement and beautification of public streets and other public structures and spaces are protected by exercising reasonable controls over character and design of signage.
 - (g) Advance the aesthetic goals of the City throughout the community and ensure the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
 - (h) Establish and maintain a distinction between commercial and non-commercial signage as significant due to the inherent nature of commercial signs being indefinitely erected, larger and more prominent than other signs. Whereas indefinitely erected and attention seeking signs often directly affect sightlines, policing power, property values, aesthetics, traffic safety, and the like. Moreover, commercial signs, typically larger and indefinitely erected, require on-going maintenance and upkeep. Thus, it is significantly important for the City to require permits, allowing the City to monitor commercial signs as relates to the City's inherent interests.
- (2) Furthermore, this chapter leaves ample and adequate alternative channels of commercial speech communication for the messages portrayed on advertising signs - namely, distributed print media, broadcast media, and point-of-purchase display - and is narrowly defined so as to limit said prohibition to commercial speech on exterior signage and signage intended to be viewed from beyond the boundaries of a site.
- (3) The penalties of the City of Neenah Municipal Code may be applicable to violations of the provisions of this chapter.
- (4) Any sign authorized by this chapter may contain a noncommercial message.

(5) Signs that fail to comply with the requirements in this title are subject to the penalties found in section 1-20.

This chapter is adopted for the following purposes:

- (1) To regulate, administer, and enforce outdoor sign advertising and display within the City;
- (2) To protect the safety and welfare of the public;
- (3) To promote well maintained and attractive sign displays within the community; and
- (4) To provide for adequate business identification, advertising and communication.

(Code 1977, § 18.01(1))

Sec. 24-2. Intent and Severability.

It is not intended by this chapter to repeal, abrogate, annul, impair, or interfere with any existing rules, regulations, or permits previously adopted or issued pursuant to law. Where this chapter imposes greater restrictions, the provisions of this chapter shall govern.

The sections, subsections, paragraphs, sentences, clauses and phrases of this Chapter and all provisions adopted by reference in this Chapter are severable so that if any section, subsection, paragraph, sentence, clause and phrase of this Chapter or of any provision adopted by reference in this Chapter is declared unconstitutional or invalid by a valid judgment of a court of competent jurisdiction, such judgment shall not affect the validity of any other section, subsection, paragraph, sentence, clause and phrase of this Chapter or of any provision adopted by reference in this Chapter, for the common council declares that it is its intent that it would have enacted this Chapter and all provisions adopted by reference in this Chapter without such invalid or unconstitutional provisions.

(Code 1977, § 18.01(2))

Sec. 24-3. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned sign means a sign, and all of its components, which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted, or product available on the premises, for a period of 60 days or more, where the sign is displayed.

Animated sign means a sign that uses movement or change of lighting to depict action or create a special effect or scene.

Area of copy means the entire area within a single, continuous perimeter composed of squares or rectangles which enclose the extreme limits of the advertising message, announcement, or decoration of a wall sign.

Area of sign means the area of the largest single face of the sign within a perimeter which forms the outside shape including any frame that forms an integral part of the display, but excluding the necessary supports or uprights on which the signs may be placed. If the sign consists of more than one section or module, all areas will be totaled. Any irregular shaped sign area shall be computed using the actual sign-face surface. In the case of wall signs the area of copy will be used.

Athletic field sign means a sign located within an athletic field owned by a school for use in secondary education interscholastic sports ~~and intended to provide sponsorship opportunities of youth athletics. Advertising associated with these signs is to be incidental to the sign and not a primary function thereof.~~

Banner means any sign of lightweight fabric or similar material mounted by the edges to a building. ~~“National flags, state or municipal flags, or the official flag of any institution or business shall not be considered a banner.”~~

Billboard. See "Off-Premises Sign."

Building face means that portion of a building, which is parallel or nearly parallel to an abutting roadway.

Business identification sign means any sign, which promotes the name and type of business only on the premises where it is located.

Canopy sign means any sign attached to or constructed in, on, or under a canopy. For the purposes of this chapter, an awning promoting the name and type of a business shall be considered a canopy sign. The area of a canopy sign is calculated by the area of copy.

Changeable message sign means a sign, either a ground or wall type sign, such as an electronic or a controlled time and temperature sign, message center or reader board, whether electronic, electric, or manual, where different copy changes.

~~*Civic banner* means any sign of lightweight fabric or similar material mounted by edges to a pole or building. Civic banners generally display information relative to events sponsored by the City or other nonprofit civic organizations. Civic banners displayed on City-owned property are not bound by the restrictions imposed on banners installed on private property.~~

Copy means the wording on a sign surface.

Commercial Message Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business product, service, idea, or commercial activity.

Commercial Vehicle means any vehicle subject to registration fees under Wis. Stat. § 341.25(2) or intended primarily for commercial purposes, including trailers, semi-tractors/trailers and school buses.

~~*Directional sign* means any sign which serves to designate the location or direction of any place or area, up to eight square feet in area.~~

Directional sign means a sign providing general information, such as “no parking”, “parking areas”, “entrance”, “exit”, “truck and passenger loading/unloading areas”, “identification names”, “numbers or names of occupants”, “signs posted on private property relating to private parking or warning the public against trespass or danger of animals”, “neighborhood crime watch signs” or other messages or symbols necessary to direct vehicles or pedestrians to, through or within a site. Company names and logos may be displayed on directional signs, but are limited to no more than one (1) square foot in area.

Electric sign means any sign containing electrical wiring, which is attached or intended to be attached to an electrical energy source.

Flashing sign means any sign which contains an intermittent or flashing light source, or which includes the illusion of flashing, light by means of animation, or an externally mounted intermittent light source, not including changeable message signs.

Frontage means the length of the property line of any one premise parallel to and along each public right-of-way it borders. Said public right-of-way may be known as a frontage road.

Gross area means the area of a wall sign determined by using the outside perimeter dimensions of the sign. If the sign consists of more than one module or section, their areas will be totaled. If the modules are formed in the shape of letters or symbols the rules for Area or Copy apply.

Ground sign means a sign affixed to the ground on a freestanding frame, mast or pole, or more than one such mast or pole, and not attached to any building. The area of ground signs is calculated on one face only.

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.

Movable sign means any sign not permanently attached to the ground or a building and in excess of ten square feet in area.

Nonconforming sign means a sign that does not meet code regulations.

Off-premises signs means a sign, including billboard, which advertises goods, products, facilities, or services not necessarily on the premises where the sign is located, or directs persons to a different location from where the sign is located. Athletic field signs shall not be considered off-premises signs. Sandwich board signs, as defined in this chapter, shall not be considered off-premises signs.

Permanent sign means a sign that is self-supporting and sufficiently attached to a building or its own ground foundation.

Portable yard sign means ~~any~~ a sign of ten (10) square feet or less often needed on a temporary basis in an area that is not permanently attached to the ground or building. Such signs are freestanding and mounted on one or two stakes or posts and do not have footings. This sign category is intended to accommodate a wide variety of sign purposes. (e.g., rummage sale signs, for sale signs, political signs, "slow down for kids" signs, "Now Hiring" signs, etc.).

Principal building means the building in which is conducted the principal use of the lot on which it is located.

Projecting sign means a sign, normally double faced, which is attached to and projects from a structure or building face. The area of projecting signs is calculated on one face only.

Roof sign means a sign erected upon, against or above a roof.

Sandwich board/sidewalk sign means an unlit freestanding, internally weighted portable sign frequently but not exclusively having the cross-sectional shape of an A.

Sign means any object, device, display, structure, or part thereof, situated or visible from outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, logos, symbols, fixtures, colors, illumination, or projected images.

Signs do not include:

(a) Traffic control and other government messages located within a right-of-way.

(b) Decorations that are incidentally and customarily associated with any national holiday or religious holiday, or with any community festival or similar event.

(c) Flags which do not contain a commercial message, commercial logo, or commercial colors.

(d) Art works, including but not limited to wall murals, which do not contain a commercial message, logo, or colors; and/or which contain pictorial representations referring to businesses, merchandise, products, or services of an exclusively historic nature of 50 years or older (meaning no longer offered as an active commercial enterprise).

(e) Building colors and lighting which do not contain a commercial message, commercial logo, or commercial colors.

(f) Interior site signs located on the interior of the grounds of the following land uses: outdoor open space, passive outdoor recreational, or active outdoor public recreational facility, which are primarily oriented to persons within the grounds.

(g) Interior building signs located on the interior of a building and not attached to or located within three feet of the inside of a window, which are primarily oriented to persons within the building.

(h) Window displays of merchandise, pictures, or models of products or services incorporated in a window display, which are not directly attached to an interior or exterior window surface.

(i) Individual signs less than one square foot in area are not regulated by this ordinance. Individual signs shall not be combined in a "mosaic" arrangement to create a resulting larger sign.

~~means any identification, description, illustration or devise illuminated or nonilluminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business, or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, placard, or temporary sign design to advertise, identify or convey information with the exception of window displays and flags. For the purpose of removal, signs shall also include all sign structures.~~

Sign contractor means any person, partnership, or corporation engaged in whole or in part in the erection or maintenance of signs, excluding the business, which the sign advertises.

Sign structure means any structure or material, which supports, has supported, or is capable of supporting or helping maintain a sign in a stationary position, including decorative covers.

Swinging sign means a sign installed on an arm or mast or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole.

Vision clearance area means an unoccupied space extending along the full width of the front lot line between side lot lines as defined in Section 26-3 of the Neenah Municipal Code. Such space shall remain clear of obstructions between three and ten feet above grade.

Vision clearance triangle means an unoccupied triangle space at the street corner of a corner lot as defined in Section 26-3 of the Neenah Municipal Code. Such space shall remain clear of obstructions between three and ten feet above grade.

Wall sign means a sign attached to or erected against the wall or a building with the face in a parallel plane to the plane of the building wall. A wall sign may project up to 18 inches from a wall or building.

Window sign means a sign installed inside a window for purposes of viewing from outside the premises.

(Code 1977, § 18.09; Ord. No. 1354, § 1(Exh. A), 5-2-2007; Ord. No. 1401, § 1, 4-7-2010)

Secs. 24-4—24-25. Reserved.

ARTICLE II. ADMINISTRATION

Sec. 24-26. Enforcing officer.

The Department of Community Development shall enforce this chapter and shall perform the following duties:

- (1) Issue permits and conduct inspections of property to determine compliance with the terms of this chapter;
- (2) Establish and enforce necessary or desirable regulations in writing, clarifying or explaining any provision of this chapter;

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- (3) Receive and file all applications for variances or appeals; and
 - (4) Maintain permanent and current records of this chapter, including but not limited to the following: all permits, plans, variances and appeals.

(Code 1977, § 18.02(1))

Sec. 24-27. Permits required.

It shall be unlawful for any person to erect, construct, relocate, enlarge or structurally modify any sign in the City, or cause the same to be done without first obtaining a sign permit for each sign as required by this chapter. Permits shall not be required by a change of copy on any sign, nor for repainting, cleaning, and other normal maintenance or repair of the sign or sign structure.

(Code 1977, § 18.02(2))

Sec. 24-28. Permit application.

The application for a sign permit shall be accompanied by a plan or design of the sign showing the following information:

- (1) The location and nominal dimensions of the proposed sign;
- (2) The kinds of material to be used in the construction and/or erection of the sign;
- (3) Construction specifications, if required, showing that the structure and design meet the requirements of this chapter for wind pressure load;
- (4) The location, size and types of other signs on the premises if such signs exist; and
- (5) The area of the building face if the sign is to be attached to it.

(Code 1977, § 18.02(3))

Sec. 24-29. Permit fees.

Permit fees as established by the Common Council, shall be paid at the time the sign permit is issued.

(Code 1977, § 18.02(4))

Sec. 24-30. Inspection required.

The applicant shall upon completion of the installation, relocation, or alteration of a sign, notify the Department of Community Development, which will make an inspection to ensure that the sign complies with the regulations of this chapter.

(Code 1977, § 18.02(5))

Sec. 24-31. Permit issuance and denial.

A sign permit shall be issued when the application is properly made, all fees have been paid, and the proposed sign is found to be in compliance with all appropriate laws and regulations of the City, which issuance

shall be made within a reasonable time, but not beyond 30 days. If the sign permit is denied, written notice of the denial shall be given to the applicant, together with a brief written statement of the reasons for the denial.

(Code 1977, § 18.02(6))

Sec. 24-32. Appeal or variance.

The holder of a denied permit shall be entitled to an appeal before the Zoning Board of Appeals, which appeal shall be held within 30 days of its request by the aggrieved party. In addition, any variances or exceptions to this chapter will also be considered by the Board.

(Code 1977, § 18.02(7))

Secs. 24-33—24-55. Reserved.

ARTICLE III. NONCONFORMING SIGNS

Sec. 24-56. Continuation.

Any sign located within the City on the date of adoption of this chapter, or located in an area annexed to the City, hereafter, which does not conform with the provisions of this chapter, is eligible for characterization as a nonconforming sign and may be continued, except as provided below:

- (1) The sign is structurally altered in any way except for normal maintenance and repair, which tends to make the sign less in compliance with the requirements of this chapter than it was before alteration;
- (2) The sign is relocated;
- (3) The sign is replaced;
- (4) The sign fails to conform to this chapter regarding maintenance and repair, construction standards, or dangerous and abandoned signs; and
- (5) Normal maintenance and repair is limited to painting and/or replacement of nonsupporting members such as the facing material or cross bracing. Individual support posts or members which are structurally damaged by any cause may not be replaced but the sign may continue to be used at dimensions reduced proportionately after removal of said damaged portions. Should more than 50 percent of the support posts be damaged at any one time, the sign will be deemed unrepairable and must be removed.

On the date of occurrence of any of the above, the sign shall be immediately brought into compliance with this chapter with a new permit secured, or shall be removed.

(Code 1977, § 18.03(1))

Sec. 24-57. Notification.

Upon its determining that a sign is nonconforming or prohibited, within a reasonable time but not beyond thirty (30) days thereafter, t~~he~~ Department of Community Development shall notify the user or owner of the property on which a nonconforming or prohibited sign is located of the following facts:

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- (1) Whether the sign is eligible for characterization as a nonconforming sign or is considered a prohibited sign;
 - (2) The reason for the sign's nonconforming or prohibited status; and
 - (3) The remedies for correction of nonconforming status.

(Code 1977, § 18.03(2))

Secs. 24-58—24-80. Reserved.

ARTICLE IV. DANGEROUS, UNMAINTAINED AND ABANDONED SIGNS

Sec. 24-81. Intent.

In order to ensure public welfare and safety, and to promote community aesthetics, any dangerous, unmaintained, and abandoned signs shall be ordered removed from the property upon which they are located.

(Code 1977, § 18.04(1))

Sec. 24-82. Deteriorated or dilapidated signs.

The Department of Community Development shall cause to be removed any deteriorated or dilapidated signs under the provisions of Wis. Stats. § 66.0413.

(Code 1977, § 18.04(2))

Sec. 24-83. Maintenance and repair.

Regulations for the maintenance and repair of signs are as follows:

- (1) Except for prohibited signs subject to removal, or when repairs for signs are not allowable under this chapter, eEvery sign, including but not limited to those signs for which permits are required, shall be maintained in a safe, presentable, and good structural condition at all times, including replacement of defective parts, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of said sign; and
- (2) The Department of Community Development shall require compliance with all standards of this chapter. If the sign is not modified to comply with safety standards outlined in this chapter, the Department of Community Development shall require its removal.

(Code 1977, § 18.04(3))

Sec. 24-84. Abandoned signs.

Regulations for abandoned signs are as follows:

- (1) All signs or sign messages shall be removed within 60 days by the owner or lessee of the premises, when, for an on-premises sign, the business it advertises is no longer conducted; and for an off-premises sign, when lease payment and rental income are no longer provided; and

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- (2) If the owner or lessee fails to remove the sign, the Department of Community Development shall give the owner 30 days' written notice to remove said sign. Upon failure to comply with this notice, the City may cause removal to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located.

(Code 1977, § 18.04(4); Ord. No. 1354, § 1(Exh. A), 5-2-2007)

Secs. 24-85—24-105. Reserved.

ARTICLE V. PROHIBITED SIGNS

Sec. 24-106. Intent.

Some specific signs and classes of signs, provide little value in identifying specific business, promoting advertising, communication and may only harm community aesthetics and/or the public welfare. Signs in this article are contrary to the purpose of this chapter.

(Code 1977, § 18.05(1))

Sec. 24-107. Prohibited signs.

The following signs shall be prohibited within the City:

- (1) Abandoned signs.
- (2) Off-premises signs.
- ~~(3) Sandwich signs with a paper by-product covering the copy area.~~
- (43) Movable signs.
- (54) Swinging signs.
- (65) Roof signs.
- (76) Flashing or moving signs. No sign shall be permitted which is animated by means of flashing, scintillating, blinking, or traveling lights. Changeable message signs are not subject to this restriction. Signs with physically moving components visible from the public right-of-way are not permitted except for those, which revolve around a vertical axis at speeds less than seven revolutions per minute.
- (78) Floodlighted signs. Reflection illuminated signs whose light source is positioned so that 25 percent or more of its intensity is visible from a public right-of-way by vehicular traffic or whose light source is visible from residential property are prohibited.
- (89) Unclassified signs. Signs, which are an imitation of, or resemble in shape, size, copy or color any official traffic sign or signal are prohibited.
- ~~(109) Advertising vehicle signs. No persons shall park any vehicle or trailer on a public right-of-way property or on private properties so as to be seen from a public right-of-way, which has attached thereto or located thereon any sign or advertising device for the primary purpose of providing advertisement of products or directing people to a business activity located on the same or nearby property or any other premises. A vehicle, trailer, or other piece of movable equipment which contains any sign or messaging device, which is unlicensed and/or inoperable, and which is parked on a public right-of-way or in a location that is not an active worksite or in such a manner so as to be seen from a public right-of-way.~~

a. Commercial vehicles ~~legally~~lawfully parked in any of the locations described below shall not be considered advertising vehicle signs.

1. A commercial vehicle parked on-site at the place of business in a parking space designated for company vehicle parking or storage as designated on a site plan approved by the City; or

2. A commercial vehicle legally parked on-site at the residence of an employee (including driveways and legal off-street parking spaces).

~~(1110)~~ Right-of-way signs. No sign, except those specifically permitted by Municipal Ordinance, shall be placed in any public right-of-way, unless said sign has been placed by the City of Neenah, or an organization working in direct cooperation therewith, and has received permission by the City for said sign's placement therein.

~~(1211)~~ Animated signs.

(12) Feather Sign. A sign consisting of a piece of vertically elongated, flexible material such as cloth or vinyl which is affixed to a single pole driven in the ground. The ~~poly~~materials may be rigid or flexible, but is not permanent.

(Code 1977, § 18.05(2); Ord. No. 1354, § 1(Exh. A), 5-2-2007)

Secs. 24-108—24-130. Reserved.

ARTICLE VI. SIGNS NOT REQUIRING A PERMIT

Sec. 24-131. Intent.

Certain signs are generally temporary in nature, others are intended to communicate non-commercial speech or direct, and are not used to identify a business or for advertising. Still others are of such a nature as to not be obtrusive or otherwise negatively impact public welfare. Such signs do not require a sign permit, and as such are "exempt". However, such exempt signs used on a temporary or periodic basis, shall be subject to certain time limits and size limitations for their use. Additionally, if the Department of Community Development finds that any of such exempt signs should adversely impact public safety, or are not properly maintained, action may be taken to require compliance with this Article VII of this chapter.

~~Some signs are strictly temporary in nature, others are intended to communicate and direct, and not used to identify a business or for advertising. Still others are so small that they are not obtrusive and will not affect the public welfare. Such signs will not require a sign permit, however, those used on a temporary basis, shall adhere to specific time limits for their use. In addition, if the Department of Community Development finds that any of these signs affect public safety or are not properly maintained, action will be taken to require compliance with this chapter.~~

(Code 1977, § 18.06(1))

Sec. 24-132. Signs requiring a time limit.

The following signs require a time limit:

~~(1) Construction signs. Two construction signs per construction site, not exceeding 100 square feet in area each, shall be confined to the site of construction and shall be removed 30 days after completion of construction or prior to occupancy, whichever is sooner;~~

-
- ~~(2) *Political campaign signs.* Political campaign signs on behalf of candidates for public office or measures on election ballots provided that said signs are subject to the following regulations:~~
- ~~a. Said signs may be erected not earlier than the beginning of an election campaign period, as defined in Wis. Stats. § 12.04;~~
 - ~~b. Each sign shall not exceed 16 square feet in nonresidential zoning districts and 11 square feet in residential zoning districts; and~~
 - ~~c. To ensure traffic and pedestrian safety, political signs shall not be located over the right-of-way and those at a street intersection shall comply with vision clearance triangle regulations.~~
- ~~(3) *Real estate signs.* One real estate sales sign on any lot or parcel, provided such sign is located entirely within the property to which the sign applies and is not directly illuminated. In residential districts, such signs shall not exceed 32 square feet in area and shall be removed within 30 days after the sale, rental or lease has been accomplished. Double frontage lots, excluding corner lots, and waterfront lots shall be allowed a second real estate sign;~~
- ~~(4) *Pennants, searchlights or balloons.* These may be permitted as special promotion items in a commercial or industrial establishment for a total period not to exceed 30 days; and, will be allowed in residential districts in conjunction with during the time period of an open house or model home demonstration conducted by a real estate broker or sales associate ~~realtor~~ for up to five days before the opening of such a demonstration or five days after, and not to exceed a total period of 30 days; and, shall not be attached to any vegetation;~~
- ~~(5) *Yard sale signs.* Signs used to advertise yard, garage, rummage, estate or other similar sales are subject to the following:~~
- ~~a. Signs can be placed within the right-of-way, behind the curb, within four blocks or 1,000 feet of the property; whichever is less, provided permission is obtained from the abutting property owner.~~
 - ~~b. The signs shall not exceed a height of three feet or a total area of six square feet and shall display the address at which the sale is being conducted and the dates of the sale.~~
 - ~~c. The signs may be installed 24 hours prior to the first day of the sale and must be removed within 24 hours of the end of the sale.~~
 - ~~d. The signs shall be self-supportive and shall not be placed on or affixed to any telephone pole, electric pole, street light pole, traffic signal, traffic sign, public tree or any other similar structure or appurtenances within the right-of-way.~~
- ~~(6) *Subdivision signs.* Signs used for the marketing of lots or structures in a subdivision are subject to the following:~~
- ~~a. Signs may not exceed 80 square feet in area;~~
 - ~~b. The signs must be located on the property being developed and must comply with all applicable setback requirements;~~
 - ~~c. One sign is allowed for each major street adjacent to the subdivision; and~~
 - ~~d. All signs must be removed once 80 percent of the lots within the subdivision have been sold.~~
- ~~(7) *Banners.* One banner may be permitted as special promotion items in a commercial or industrial establishment for a period not to exceed 45 days within a 180-day period. If a banner is displayed and removed, the display period shall be considered 45 days regardless of actual display time. Banners must be attached to a principal building and cannot exceed a size of 40 square feet or be displayed~~

~~above a height of 16 feet above grade. Civic banners on City-owned property would be allowed with approval from the appropriate City official(s).~~

~~(8) *Portable signs—Residential properties.* One portable sign of six square feet or less may be displayed on a residential property for a period of 30 days within a 90-day period. These signs cannot display off-premises businesses.~~

- (92) *Athletic field signs—School district fields.* Signs within athletic fields, or within immediate proximity thereof, are subject to the following:
- Signs may not exceed 40 square feet in area.
 - Athletic field signs shall be displayed only between March 15 and November 15 in any calendar year.
 - The signs must be securely attached to and contained within athletic field fencing. In no case shall the sign extend beyond the top of the fencing or a height of ten feet, whichever is less.
 - The sign back shall be of a dark green color (Pantone 3435) and the sign face shall be directed to the interior of the playing field. This provision will not apply to signs that are screened such that the sign is not visible from the exterior of the athletic field.
 - If multiple signs are installed, they shall be of consistent size and mounting height to provide a uniform appearance. Fabric signs are permitted.
 - Signs that are not properly maintained, found to be obscene ~~offensive~~ or in violation of federal, state or local codes must be immediately removed upon the order of the City.
 - Prior to the installation of any athletic field sign, a detailed plan sufficient to determine compliance with the requirements of the sign code shall be submitted for review and approval by the Department of Community Development.

(Code 1977, § 18.06(2); Ord. No. 1354, § 1(Exh. A), 5-2-2007; Ord. No. 1401, § 2, 4-7-2010)

Sec. 24-133. Signs not requiring a time limit.

The following signs do not have a time limit:

- ~~(1) *Directional and instructional signs.* Directional and instructional signs, which provide instruction or direction and are located entirely on a property to which they pertain; do not exceed eight square feet in area; and, do not display a business name or logo on more than 20 percent of the sign face. This includes, but is not limited to, such signs as those identifying restrooms, telephone, parking areas, entrances and exits;~~
- (21) *Nonilluminated emblems, or insignia.* Nonilluminated emblems, or insignia ~~of any nation or political subdivision, profit or nonprofit organization;~~
- (32) *Government signs.* Government signs for control of traffic and other regulatory purposes, danger signs, railroad crossing signs, and signs of public utilities indicating danger, and aids to service or safety which are erected by or on the order of a public officer in the performance of his public duty;
- (43) *Home occupation signs.* Signs associated with a home occupation as defined in the zoning code;
- (54) *House numbers and name plates.* House numbers and name plates not exceeding one square foot in area for each residential, commercial or industrial building;

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- (65) *Interior signs.* Signs located within the interior of any building or structure, which are not visible from the public right-of-way. This does not, however, exempt such sign from the structural, electrical or material specifications of this chapter;
- (76) *Memorial signs and plaques.* ~~Memorial signs or tablets, names of buildings and date of erection, Signs~~ which are cut into masonry surface or inlaid so as to be part of a building or when constructed of bronze or other noncombustible material not more than four square feet in area;
- ~~(8) No trespassing or no dumping signs. No trespassing and no dumping signs not to exceed one and one-half square feet in area per sign;~~
- ~~(9) Public notices. Official notices posted by public officers or employees in the performance of their duties;~~
- (107) *Public signs.* Signs required as specifically authorized for a public purpose by any law, statute or ordinance;
- (118) *Temporary window signs.* In business, commercial and industrial districts, the inside surface of any ground floor window may be used for attachment of temporary signs. The total area of such signs, however, shall not exceed 50 percent of the total window area and shall not be placed on door windows or other windows needed to be clear for pedestrian safety;
- ~~(12) On-premises symbols or insignia. Religious symbols, commemorative plaques of recognized historic agencies, or identification emblems of religious orders or historic agencies;~~
- ~~(13) Neighborhood identification signs. A sign, masonry wall, landscaping, or other similar material and feature may be combined to form a display for neighborhood or subdivision identification provided that the legend of such sign or display shall consist only of the neighborhood or subdivision name; and~~
- ~~(14) Portable signs—Commercial and industrial properties. One portable sign of ten square feet or less may be displayed on a commercial or industrial property. These signs cannot display off-premises businesses.~~

(Code 1977, § 18.06(3); Ord. No. 1354, § 1(Exh. A), 5-2-2007)

Secs. 24-134—24-155. Reserved.

ARTICLE VII. GENERAL SIGN STANDARDS

Sec. 24-156. Generally.

All permanent signs shall meet the general standards contained in this article regarding construction, installation and design.

(Code 1977, § 18.07)

Sec. 24-157. Specifications.

All signs shall comply with the provisions of the City Building Code and the State electrical code and the additional construction standards hereinafter set forth:

- (1) All sign structures shall be self-supporting structures and permanently attached to sufficient foundations;

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- (2) Electric service to ground signs shall be concealed wherever possible;
 - (3) All signs, except those attached flat against the wall of a building, shall be constructed to withstand wind loads as follows, with correct engineering adjustments for the height of the sign above grade:
 - a. For solid signs, 30 pounds per square foot on the largest face of the sign and structure; and
 - b. For skeleton signs, 30 pounds per square foot of the total face cover of the letters and other sign surfaces, or ten pounds per square foot of the gross area of the sign as determined by the overall dimensions of the sign, whichever is greater;
 - (4) No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movement that could cause wear on supporting members or connections;
 - (5) Supports and braces shall be an integral part of the sign design. Angle irons, chains, or wires used for supports or braces shall be hidden from public view to the extent technically feasible; and
 - (6) All signs shall be marked with the manufacturer's name in a size which is easily visible from the ground. All electric signs shall also include: for incandescent lamp signs, the number of lamp holders; for electrical discharge lamp signs, the input amperes at full load and the input voltage.

(Code 1977, § 18.07(1))

Sec. 24-158. Installation standards.

- (a) *Safety.* All signs shall be installed and maintained in a workmanlike manner using equipment which is adequate and safe for the task. This chapter recognizes that one of the greatest perils to public safety is improper performance of sign contractors in the use of inadequate equipment. As such, a sign permit may be denied if the sign contractor does not have or does not arrange for use of adequate equipment.
- (b) *Electric signs.* Electric sign contractors and their employees are hereon authorized to perform the following specific tasks:
 - (1) Install exterior electric signs, ballasts, or high voltage transformers to sockets or outline lighting tubes, and connect said signs to primary branch circuit, if said circuit already exists outside of the building;
 - (2) Install interior electric signs, but not connect said signs to the primary branch circuit; and
 - (3) Maintain and replace any electric component within the sign, on its surface, or between the sign and building for exterior signs only. This chapter prohibits the electric sign contractor or its employees from performing work on electric signs in contradiction to the National Electrical Code or the City Electrical Code.

(Code 1977, § 18.07(2))

Sec. 24-159. Design requirements.

- (1) *General design requirements.*
 - (a) All ground signs that are located within the applicable setback requirements shall maintain a minimum vertical distance of ten feet between the bottom of the sign and ground level, or shall not be more than three feet in height, measured from ground level to the top of the sign.
 - (b) No sign or sign structure shall be located within the vision clearance area.

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- (c) All projecting and canopy signs shall maintain a minimum vertical distance between the bottom of the sign and ground level at the right-of-way line of eight feet.
 - (d) The gross area of permanent window signs shall not exceed 50 percent of the gross window area of any given building face.
 - (e) Any sign location that is accessible to vehicles shall have a minimum vertical clearance of 16 feet.
 - (f) No sign shall be located where, by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.
- (2) *Projecting sign.*
- (a) Projection signs shall not exceed ten square feet in area.
 - (b) All projecting and canopy signs shall maintain a minimum vertical distance between the bottom of the sign and ground level at the right-of-way line of eight feet.
 - (c) Projecting signs may extend no further than five feet from the building to which they are attached.
 - (d) Projecting signs shall extend at a 90-degree angle to the building to which they are attached and shall be prohibited at building corners.
 - (e) Projecting signs are limited to one sign per building face with direct street and/or public area entry. Businesses without direct street and/or public area entry that are within a multitenant building are allowed one combined projection sign per building face with street and/or public area entry that shall not exceed ten square feet per business or 20 feet in the aggregate.
 - (f) Projection signs may be indirectly or directly illuminated. If indirectly illuminated, the light source shall be directed away from pedestrians and shall be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians. Backlit, halo-lit illumination, or reverse channel letters with halo illumination is permitted. Exposed neon tubing is permitted, but is prohibited from flashing or blinking.
 - (g) Projection signs along Wisconsin Avenue/Main Street from Oak Street to Torrey Street and along Commercial Street from Doty Avenue to Nicolet Boulevard shall also meet the following additional requirements:
 - 1. The frames and faces shall be painted or stained wood or metal. Plastic signs are prohibited; however, those that accurately replicate a natural texture such as wood grain, stone or masonry may be permitted.
 - 2. The signs must hang at least six inches away from the building to which they are attached.
- (3) *Sandwich board signs.*
- (a) Sandwich board signs shall only be permitted along Wisconsin Avenue/Main Street from Oak Street to Torrey Street and along Commercial Street from Doty Avenue to Nicolet Boulevard.
 - (b) Sandwich board signs can be located in one of the following two locations within the prolonged limits of the property to which the sign references provided all other requirements can be met:
 - 1. The sign must be located a minimum of one foot from the face of the street curb but no further than four feet from the face of the curb. Signs are not permitted on any "bump-out" area, or;
 - 2. The sign must be within three feet of the building face.
 - (c) Sandwich board signs must allow a minimum of five feet of clear sidewalk space between the sandwich sign and any other impediment to pedestrian movements.

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- (d) Sandwich board signs shall not be located within 25 feet of a street intersection measured at the property line.
 - (e) Sandwich signs shall be freestanding, internally weighted and shall not be anchored, or affixed to any sidewalk, light pole, sign, traffic signal, bench, newspaper vending box, planting structure or other similar structure or appurtenances. The signs shall be placed at sidewalk grade level and shall not be placed on planters, wall, curbs or any similar structure.
 - (f) Sandwich board signs shall not exceed a total of eight square feet per sign face and shall not exceed a width of two and one-half feet or a height of four feet.
 - (g) The sign frame shall be painted or stained wood or metal. Plastic signs are prohibited.
 - (h) A minimum of 75 percent of the total sign area shall be intended for changeable copy and said copy shall be changed no less frequently than once per week. Changeable copy should be an integral part of the sign and not simply attached.
 - (i) Windblown devices such as balloon, banners, or other similar item shall not be attached or otherwise made part of the sandwich sign.
 - (j) Sandwich signs shall be placed at sidewalk grade level and shall not be placed on planters, wall, curbs or any similar structure.
 - (k) Sandwich board signs shall be limited to one sign per each business' building face with direct street and/or public area entry. Businesses without direct street and/or public area entry that are within a multitenant building are allowed a total of two sandwich board signs per street and/or public area entry. No business shall be displayed on more than one sandwich board sign per street or public area entry.
 - (l) Sandwich board signs shall be stored inside overnight and/or when the business is closed.
 - (m) A certificate of liability insurance naming the City of Neenah as additional insured in the form of general commercial liability insurance in a minimum amount of \$300,000.00 per occurrence, \$1,000,000.00 in the aggregate, shall be provided with any application for a permit to locate a sandwich board sign in public right-of-way.
 - (n) A permit shall be issued annually for the placement of sandwich board signs and a permit fee as established in section 24-29 shall be required.

(o) Sandwich board signs with a paper by-product covering the copy area are prohibited.

(4) *Changeable message center signs.*

- (a) The sign shall not exceed a total of 40 square feet in area.
- (c) Scrolling of text is permitted. Animation and flashing of text or graphics is prohibited.
- (d) No changeable message center sign shall be located where, by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.

(Code 1977, § 18.07(3); Ord. No. 1346, § 1(Exh. A), 12-20-2006; Ord. No. 1354, § 1(Exh. A), 5-2-2007; Ord. No. 1401, § 3, 4-7-2010)

Secs. 24-160—24-180. Reserved.

ARTICLE VIII. SIGN REQUIREMENTS BY ZONING DISTRICT

Sec. 24-181. Intent.

Zoning districts by definition, encourage and allow different uses and types of development. Therefore, the requirements for permitted signs in the districts also differ as related to types of signs, their height, area of coverage and setbacks.

(Code 1977, § 18.08(1))

Sec. 24-182. Single- and Two-Family Districts (R-1 and R-2).

Normally these districts do not allow signs. However, due to special situations that may have been created by special use approvals or rezoning the following guidelines are the maximum allowances for signage in these districts:

- (1) ~~Permitted Allowable signs. Signs requiring no permits, wall and~~ Portable Yard signs, Wall signs and one ground sign per property. ~~Ground signs are only allowed when the use of the property requires a special use permit;~~
- (2) ~~Area restriction. Wall signs attached to building face shall not exceed one square foot. In addition, one ground sign is limited to ten square feet or 20 square feet~~ twenty (20) square feet for uses which require a special use permit, ~~depending on the use of the property;~~
- (3) ~~Height restriction. Ground signs are not to exceed 12 feet in height; and~~
- (4) ~~Setbacks. All ground signs must be at least 20 feet from the front setback~~ front property line.
- (5) ~~Portable Yard Signs. A property is allowed one (1) portable yard sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.~~
 - (a) ~~During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.~~
 - (b) ~~When a property is actively marketed for sale, an additional portable sign, not to exceed ten (10) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.~~
 - (c) ~~During the construction of a subdivision plat, a temporary sign not to exceed one hundred (100) square feet may be placed along an entrance or entrances to the subdivision during construction. Construction shall be deemed complete once the City installs the temporary two-inch mat street within the subdivision.~~
 - (d) ~~A sign permit is not required for portable yard signs.~~
 - (e) ~~Portable yard signs shall be located outside the public right-of-way and the vision clearance area (only if the sign exceeds three (3) feet in height).~~
- (6) ~~On-Site Directional Sign – For a land use requiring a special use permit, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.~~

(Code 1977, § 18.08(2))

Sec. 24-183. High Density Residence Districts (M-1 and M-2).

These districts are similar to both One- and Two-Family Districts in that signs are not normally allowed. However, several institutional type uses and special uses are permitted in these districts as well as other existing nonconforming uses.

- (1) ~~Permitted-Allowable signs. Signs requiring no permits, wall~~ Portable Yard signs, Wall signs, directional and one ground sign per property. ~~Ground signs are only allowed when the use of the property requires a special use permit or includes a multi-family residence;~~
- (2) *Area restrictions.* Wall signs attached to building face shall not exceed one square foot. In addition, one ground sign is limited to ~~ten square feet or twenty (20)~~ square feet ~~for uses requiring a special use permit or is a multi-family residence, depending on the use of the property;~~
- (3) *Height restrictions.* Ground signs may not exceed 25 feet in height; and
- (4) *Setbacks.* All ground signs must be at least 20 feet from the ~~front setback~~ front property line.
- (5) *Portable Yard Signs.* A property is allowed one (1) portable yard sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed ten (10) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.
 - (c) A sign permit is not required for portable yard signs.
 - (d) Portable yard signs shall be located outside the public right-of-way and the vision clearance area (only if the sign exceeds three (3) feet in height).
- (6) *On-Site Directional Sign* - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(3))

Sec. 24-184. General Commercial District (C-1).

This district encourages the development of business uses both as a single tenant and as multiple tenants on a site. Also, this district may be located next to a divided highway corridor where high-speed traffic is present.

- (1) ~~Permitted-Allowable signs. Signs requiring no permits, directional, w~~ Portable Yard signs, Wall signs, projecting signs, canopy signs, window signs and one ground sign per property;
- (2) *Area restrictions for a single tenant.* Wall, projecting and canopy signs shall not exceed 15 percent of the building face on which they are attached. In addition, one ground sign is to not exceed 100 square feet. For property located adjacent to a divided highway, a second ground sign of up to 200 square feet, is allowed along the divided highway right-of-way;
- (3) *Area restrictions for multiple tenants.* Wall, projecting and canopy signs shall not exceed 15 percent of the building face on which they are attached. In addition, one ground sign is not to exceed 100 square

feet in the aggregate for multiple tenant developments with buildings of 15,000 square feet or less, or up to 400 square feet in the aggregate for multiple tenant developments with buildings of more than 15,000 gross square feet. For property located adjacent to a divided highway, a second ground sign, not to exceed 200 square feet in size, is allowed along the divided highway right-of-way;

- (4) *Height restrictions (both single and multiple tenants)*. Ground signs are not to exceed 35 feet in height. Signs along a divided highway may exceed the elevation of the abutting highway pavement by 35 feet;
- (5) *Setbacks (both single and multiple tenants)* means ten feet from a street or highway right-of-way;
- (6) *Double frontage lots other than corner lots (both single and multiple tenants)*. An additional ground sign is allowed along a second street frontage provided vehicular access is allowed from the abutting street. The total sign area for the property may be divided between the two signs but in no case will the total sign area exceed the total single sign area allowed for the property.
- (7) Portable Yard Signs. A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.
 - (c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.
 - (d) A sign permit is not required for portable yard signs.
- (8) Sandwich board signs when permitted in Section 24-159(3)
- (9) On-Site Directional Sign - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(4); Ord. No. 1346, § 1, 12-20-2006; Ord. No. 1372, § 1, 6-18-2008)

Sec. 24-185. Central Business District (C-2).

This district encourages high-density development of both single and multiple tenant uses. Businesses located in this district are less dependent upon passing traffic as in the General Commercial District.

- (1) Permitted-Allowable signs. Signs requiring no permits, directional, wPortable Yard signs, Wall signs, projecting signs, canopy signs, window and signs, and ground signs;
- (2) *Area restrictions for a single tenant*. Wall, projecting and canopy signs shall not exceed 15 percent of the building face on which they are attached. In addition, one ground sign is to not exceed 100 square feet. For property located adjacent to a divided highway a second ground sign of up to 200 square feet is allowed along the divided highway right-of-way;
- (3) *Area restrictions for multiple tenants*. Total area of permitted signs is to not exceed 15 percent of building face; one ground sign is not to exceed 200 square feet;

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- (4) *Height restrictions (both single and multiple tenants).* Ground signs are not to exceed 35 feet in height;
 - (5) *Setbacks (both single and multiple tenants).* No front setback is required;
 - (6) *Double frontage lots other than corner lots (both single and multiple tenants.)* An additional ground sign is allowed along a second street frontage provided vehicular access is allowed from the abutting street. The total sign area for the property may be divided between the two signs but in no case will the total sign area exceed the total single sign area allowed for the property.
 - (7) *Portable Yard Signs.* A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an “election campaign”, as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.
 - (c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.
 - (d) A sign permit is not required for portable signs.
 - (8) Sandwich board signs when permitted in Section 24-159(3)
 - (9) *On-Site Directional Sign* - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(5); Ord. No. 1346, § 1, 12-20-2006; Ord. No. 1372, § 1, 6-18-2008)

Sec. 24-186. Planned Business Center District (I-1).

This district encourages uses that are generally either employment centers, or are planned developments adjacent to major highways.

- (1) If the uses are primarily commercial in nature, then refer to the General Commercial District (C-1) standards and restrictions; or
- (2) If the uses are primarily industrial in nature, then refer to the General Industrial District (I-2) standards and restrictions.
- (3) *Portable Yard Signs.* A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.
 - (a) During an “election campaign”, as defined in Wisconsin State Statutes Section 12.04, additional portable yard signs, not to exceed ten (10) square feet are allowed.
 - (b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.

(c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.

(d) A sign permit is not required for portable yard signs.

(4) On-Site Directional Sign - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(6); Ord. No. 1372, § 1, 6-18-2008)

Sec. 24-187. General Industrial District (I-2).

This district encourages uses that are generally employment centers and are not usually dependent upon passing traffic for business.

- (1) Permitted Allowable signs. Signs requiring ~~no permit~~Portable Yard Signs, wall signs, window signs, canopy and projecting sign and one ground sign;
- (2) Area restriction. Wall, projecting and canopy signs shall not exceed ten percent of the building face on which they are attached. In addition, one ground sign is limited to 100 square feet in area;
- (3) Height restriction. Ground signs may not exceed 35 feet in height. Signs along a divided highway may exceed the elevation of the abutting highway pavement by 35 feet; and
- (4) Setbacks. Signs must be set back ten feet from the front lot line.

(3) Portable Yard Signs. A property is allowed one (1) portable sign per street frontage which cannot exceed six (6) square feet in area, three (3) feet in height, and is allowed on a temporary basis not to exceed thirty (30) days in a ninety (90) day period.

(a) During an "election campaign", as defined in Wisconsin State Statutes Section 12.04, an additional portable sign, not to exceed ten (10) square feet is allowed.

(b) When a property is actively marketed for sale, an additional portable sign, not to exceed thirty-two (32) square feet and six (6) feet in height shall be allowed. The sign shall be removed no more than thirty (30) days after the sale, rental or lease has been accomplished.

(c) During construction on the property, an additional portable sign is allowed up to one hundred (100) square feet during the construction period.

(d) A sign permit is not required for portable yard signs.

(4) On-Site Directional Sign - For a land use requiring a special use permit or site plan review, an on-site directional sign(s) not exceeding six (6) square feet in area and four (4) feet in height is allowed and shall be reviewed as part of the site plan review process or by the Zoning Administrator.

(Code 1977, § 18.08(7); Ord. No. 1372, § 1, 6-18-2008)



MEMORANDUM

DATE: September 26, 2023
TO: Mayor Lang, and Members of Plan Commission
FROM: Brad Schmidt, AICP, Deputy Director
RE: Annexation #223 (Honor Street) – 28.6 Acres

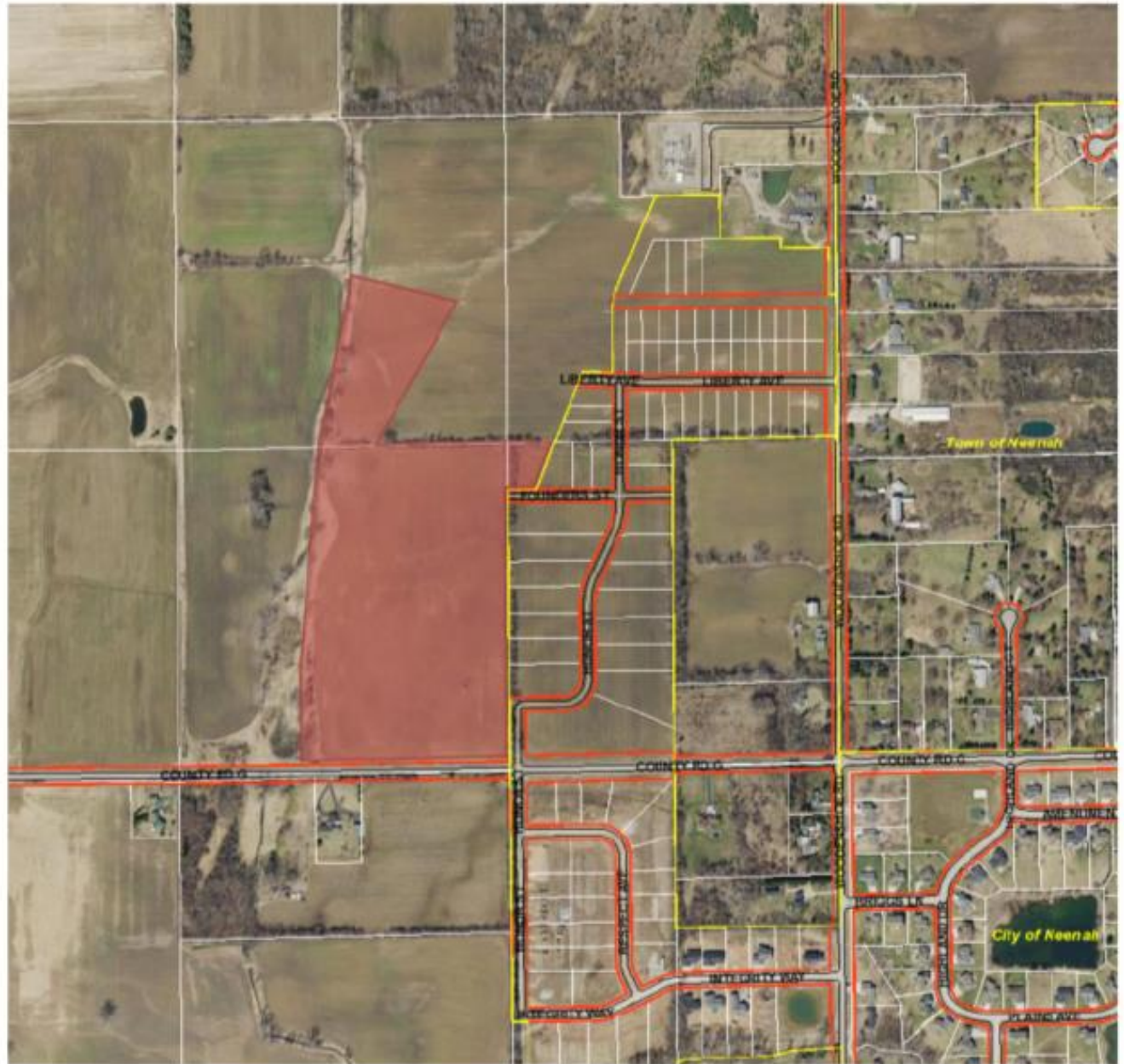
The City of Neenah, under Wisconsin State Statute Sec. 66.0223, is proposing to annex land contiguous to the City for the purpose of developing the First Addition to Freedom Acres subdivision. The 28.6 acres of land is currently undeveloped farmland located in the Town of Vinland west of Honor Street and north of CTH G. The Freedom Acres subdivision is located east of the annexation area. In 2020, the City purchased 130 acres of land along the Woodenshoe Road and County Highway G. This proposed annexation will be the fifth phase of the development.

Upon annexation the subject land will become part of the R-1, Single-Family Residence District. The City's Comprehensive Plan Future Land Use Map (2017) currently identifies the annexation area as Residential Neighborhood Investment Area. The proposed use is consistent with the City's Comprehensive Plan.

The Plan Commission's role in reviewing annexation requests is to determine whether the proposed annexation is consistent with established City Plans. Future action items will include review of a preliminary and final plat for the proposed subdivision. This development will include 34 single-family lots and land intended for a future city park.

Recommendation

Appropriate action at this time is for Plan Commission to recommend Common Council approve Annexation #230 (Ordinance #2023-14) and the property also receive an R-1, Single-Family Residence District zoning classification.





211 Walnut Street
Neenah, WI 54956

AN ORDINANCE: By the Neenah Plan Commission
Re: Annexing City of Neenah owned property along
west of Honor Street in the Town of Vinland to
the City of Neenah.

ORDINANCE NO. 2023-14

Introduced: _____

Committee/Commission Action: _____

AN ORDINANCE

The Common Council of the City of Neenah, Wisconsin, do ordain as follows:

Section 1. Pursuant to Section 66.0223, Wis. Stats., the following described territory contiguous to the City of Neenah and presently in the Town of Vinland, be and the same hereby is, annexed to the City of Neenah, and the corporate limits of said City are hereby extended so as to include the following described property and shown on the attached Exhibit A:

Part of Lot 2 Certified Survey Map 5779 being part of the Northeast 1/4 of the Southeast 1/4 and unplatted lands being part of the Northwest 1/4 of the Southeast 1/4, part of the Southeast 1/4 of the Southeast 1/4 and part of the Southwest 1/4 of the Southeast 1/4, all of Section 1, Township 19 North, Range 16 East, Town of Vinland, Winnebago County, Wisconsin, containing 1,245,880 Square Feet (28.6015 Acres) of land described as follows:

Commencing at the Southeast 1/4 corner of Section 1; thence, along the South line of the Southeast 1/4 of said Section 1, S88°18'14"W, 1333.75 feet to the Southwest corner of Freedom Acres said point being the point of beginning; thence, continuing along said South line, S88°18'14"W, 825.02 feet; thence, N01°26'40"W, 633.51 feet; thence, N05°31'25"E, 703.73 feet; thence, N12°32'12"E, 420.65 feet; thence, N89°37'05"E, 49.59 feet; thence, 78.37 feet along the arc of a curve to the right with a radius of 180.00 feet and a chord of 77.75 feet which bears S77°54'33"E; thence, S65°26'10"E, 163.11 feet; thence, 79.43 feet along the arc of a curve to the left with a radius of 270.00 feet and a chord of 79.15 feet which bears S73°51'52"E to the West line of Proposed 2nd Addition to The Homes as Freedom Meadows; thence, along the West line of Proposed Lot 68 of said Proposed 2nd Addition to The Homes as Freedom Meadows, S24°42'39"W, 306.16 feet to the Southwest corner of said proposed Lot 68; thence, along the South line of Lots 62-68 of said Proposed 2nd Addition to The Homes at Freedom Meadows, N89°45'44"E, 642.52 feet to a point on the West line of Lot 4 of The Homes of Freedom Meadows; thence, along the West line of Lot 1 of The Homes of Freedom Meadows, S22°09'06"W, 6.81 feet; thence, continuing along the West line of said Lot 1, S20°21'13"W, 208.94 feet to the North right-of-way line of Founders Street as platted on said The Homes of Freedom Meadows; thence, S89°35'51"W, 115.91 feet to the West right-of-way line of said Founders Street; thence, along said West right-of-way line and the West line of Freedom Acres, S00°24'51"E, 1135.77 feet to the point of beginning.

The land to be annexed includes parcel number **0260026** and part of parcel number **0260024** and a parcel **0260025** located in the Town of Vinland

Section 2. Said annexation is proposed to be zoned R-1, Single-Family Residence District upon annexation.

Section 3. That the limits of the Third Aldermanic District in the City of Neenah are hereby extended in such manner as to include said territory.

Section 4. Severability. In the event any section, subsection, clause, phrase or portion of this ordinance is for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

Section 5. Repeal and Effective Date. All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Approved:

Adopted: _____

Jane B. Lang, Mayor

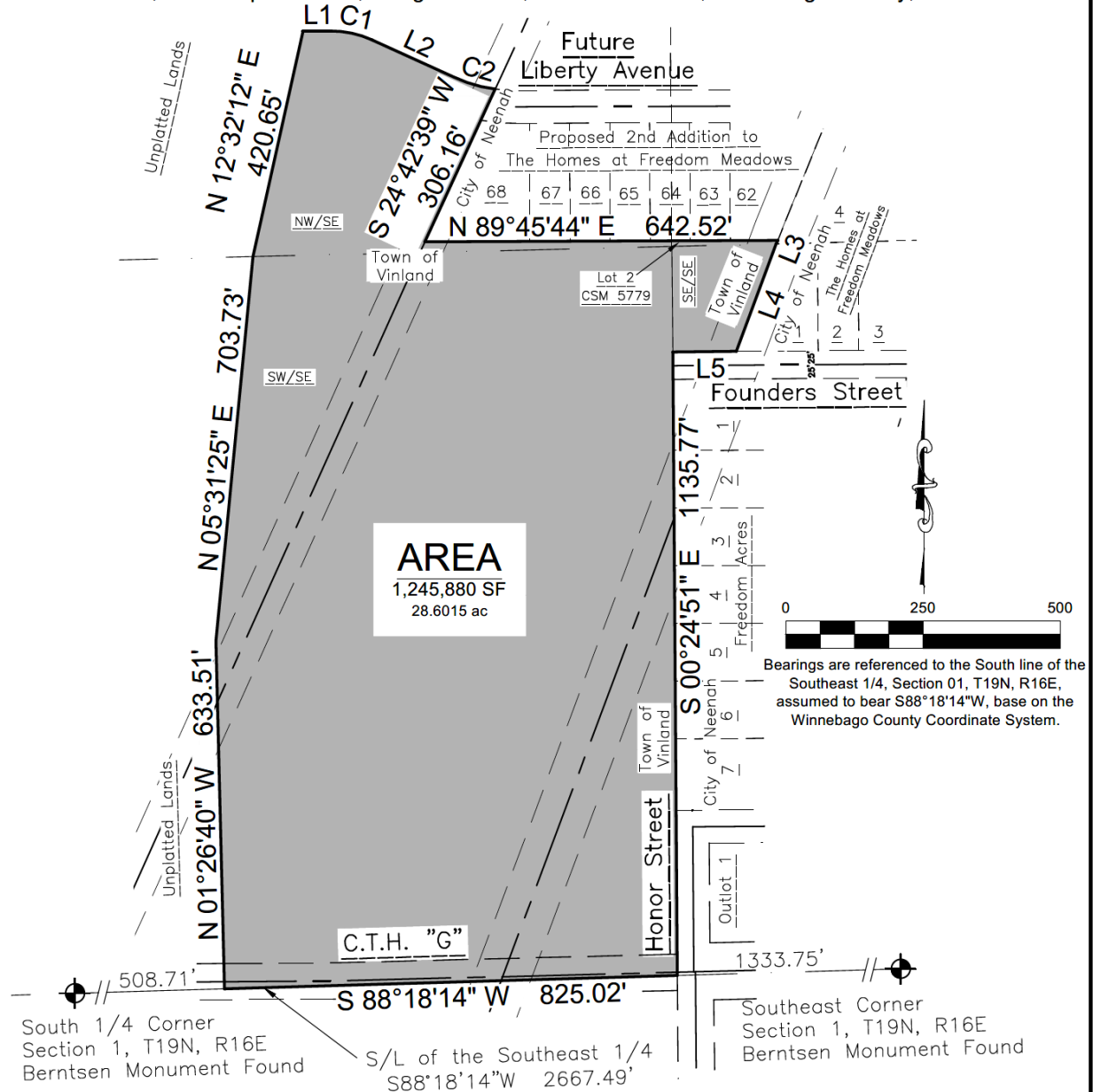
Published: _____

Attest:

Charlotte Nagel, City Clerk

Annexation Exhibit

Part of Lot 2 Certified Survey Map 5779 being part of the Northeast 1/4 of the Southeast 1/4 and unplatted lands being part of the Northwest 1/4 of the Southeast 1/4, part of the Southeast 1/4 of the Southeast 1/4 and part of the Southwest 1/4 of the Southeast 1/4, all of Section 1, Township 19 North, Range 16 East, Town of Vinland, Winnebago County, Wisconsin



DAVEL ENGINEERING & ENVIRONMENTAL, INC.
Civil Engineers and Land Surveyors
1164 Province Terrace, Menasha, WI 54952
Ph: 920-991-1866 Fax: 920-441-0804
www.davel.pro

File: 7771Annex.dwg
Date: 09/12/2023
Drafted By: Jim
Sheet: Ex



M E M O R A N D U M

DATE: September 26, 2023
TO: Mayor Lang and Members of Plan Commission
FROM: Brad Schmidt, Deputy Director
RE: Preliminary Plat Review – First Addition to Freedom Acres

Request/Background

Van Sistine Homes, LLC submitted a preliminary plat for the First Addition to Freedom Acres. A preliminary plat is the first step in reviewing a subdivision of land into 5 or more lots/parcels. In addition, the preliminary plat identifies the layout of streets, utilities, and land to be dedicated to the public.

Consideration

The proposed plat, 28.6 acres in size, includes 48 single-family residential lots. The land is currently in the Town of Vinland but will be annexed to the City and receive a R-1, Single-Family Residence District zoning classification. The average lot size is approximately 21,022 square feet which exceeds the minimum lot size for single-family residential lots.

The plat proposes to extend Liberty Avenue, Founders Street and Honor Street to the west. One new street, Loyal Drive, is proposed. Staff is recommending changing the name of the proposed Honor Street extension to avoid confusion with Honor Street south and east of the proposed development.

The developer is responsible for installing all public utilities (water, sanitary sewer, and storm sewer) as well as constructing all roads within the plat. As with all subdivisions in the City, a development agreement, outlining the fees and responsibilities between the City and the developer, will be completed before the final plat is approved. That agreement will be reviewed by the Finance Committee and the Board of Public Works and ultimately approved by Common Council.

Lots which back up to County Road G shall include a note on the plat which states, "Access Restricted". This will prevent any of these properties from creating a driveway off of County Road G. In addition, double frontage lots are prohibited unless there is an access restriction.

Sidewalks are planned on both sides of all of the streets within the plat with the exception of Loyal Drive.

The Public Works Department has reviewed the engineering plans for this plat and have requested several minor changes.

Storm water will be managed through rear yard drainage swales, storm sewers and ultimately storm water from this plat will be diverted to a storm water retention pond located along Honor Street and County Road G within the development. This pond is designed to manage storm water for the initial and future phases of the development.

The proposed plat is consistent with the Freedom Acres/Homes at Freedom Meadows concept plan recently updated and approved by Plan Commission. This phase represents the second out of three phases of the Freedom Acres conceptual development.

Recommendation

Appropriate action at this time is to recommend Common Council approve the Preliminary Plat for the First Addition to the Freedom Acres subdivision subject to the conditions on the preliminary plat review letter.



City of Neenah Community Development
211 Walnut Street
Neenah WI 54956
Ph 920.886.6130

September 22, 2023

JIM SEHLOFF
DAVEL ENGINEERING
1811 RACINE STREET
MENASHA, WI 54952

RE: Preliminary Plat #2-23 - 1st Addition to Freedom Acres Preliminary Plat Review () Status Approved

Dear JIM SEHLOFF:

We have completed our review of the plan identified above. The plan was approved per attached comments, if any. This letter is not to be construed as a zoning compliance, grading, building permit, certificate of occupancy, or a substitute for any permit or certificate required by any state or federal government entity.

Sincerely,

Brad Schmidt
Deputy Director of Community Development and Assessment
bschmidt@neenahwi.gov
920-886-6126

Plan Review Comments

Planning - Brad Schmidt -
bschmidt@neenahwi.gov

Approved

Review Comments:

1. Send engineering plans for review by City engineering staff.
2. Add a note on the Final Plat which states "Access Restricted" on the rear lots of lot 43-48 which back up to CTH G.
3. Change the name of Honor Street within the proposed plat.
4. Sidewalk is planned on both sides of all streets within the plat with the exception of Loyal Drive.

Engineering - Heath Kummerow - 920-886-6245
hkummerow@neenahwi.gov

Approved

Review Comments:

Fire Department - Adam Dorn - 886-6204
adorn@nmfire.org

Approved

Review Comments:

Water Utility - Anthony Mach - 920-886-6180
amach@neenahwi.gov

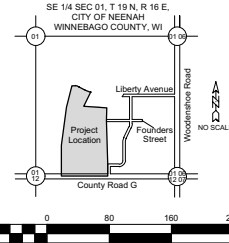
Approved

Review Comments:

Preliminary Plat of
Freedom Acres Addition

Part of the NW 1/4 and SW 1/4 of Section 01, Township 19 North, Range
16 East, City of Neenah, Winnebago County, Wisconsin

LOCATION MAP



Bearings are referenced to the South line of the
Southeast 1/4, Section 01, T19N, R16E,
assumed to bear S88°18'14\"

SUPPLEMENTARY DATA

Total Area = 1,245,880 SF 28.6015 acres
R/W Area = 257,098 SF 5.9022 acres
Net Area = 988,782 SF 22.6993 acres
Number of Lots = 49
Average lot size = 21,022 SF
Typical lot dimension = 120' x 135'
Lineal feet of street = 3,765 LF
Existing zoning = Ag
Proposed zoning = R-1

Approving Authorities
City of Neenah
Objecting Authorities
Department of Administration
Winnebago County Zoning

NOTES
• Utility and Drainage Easements will
be shown on Final Plat
• Lands to be annexed to City of
Neenah

BENCHMARKS

BM 8	Fire Hydrant, Tag Bolt	NW Corner Lot 6	Elev	780.67
BM 1	Fire Hydrant, Tag Bolt	NW Corner Lot 9	Elev	778.84
BM 2	Mag Nail in Power Pole	± 30' SE of NE Cor. Lot 41	Elev	773.34
BM 3	Power Pole Tower Anchor Bolt E Side	41' East of Tower Center	Elev	779.98
BM 4	Fire Hydrant, Tag Bolt	S R/W Freedom Meadows Dr. ± 5' E of Lot 30 NW Cor.	Elev	778.35
BM 5	Fire Hydrant, Tag Bolt	S R/W Freedom Meadows Dr. Between Lots 34/35	Elev	775.65
BM 6	Fire Hydrant, Tag Bolt	S R/W Freedom Meadows Dr. ± 7' W of Lot 41 NE Cor.	Elev	774.18

Sanitary Structures

Structure	#	Rim	Inv	Size	Material	Direction
MH 1	1	780.47	768.69	8\"	PVC	E
			768.66	8\"	PVC	W
			765.45	8\"	PVC	W
			757.48	10\"	PVC	S
			767.51	10\"	PVC	E
MH 2	2	779.05	757.60	10\"	PVC	W
			765.45	8\"	PVC	W
			757.48	10\"	PVC	S
			767.51	10\"	PVC	E
MH 3	3	777.85	756.93	10\"	PVC	S
			756.91	10\"	PVC	E

Storm Structures

Structure	#	Rim	In v	Size	Material	Direction
INL A	A	780.49	776.68	12\"	HDPE	S
MH B	B	781.04	775.97	12\"	HDPE	N
			775.97	12\"	HDPE	S
			775.94	15\"	HDPE	E
			775.97	12\"	HDPE	W
INL C	C	780.52	776.22	12\"	HDPE	N
			776.22	12\"	HDPE	S
CB D	D	778.74		12\"	HDPE	N
CB E	E	777.07		12\"	HDPE	SW
INL F	F	778.37	773.34	12\"	HDPE	NE
			773.38	12\"	HDPE	S
MH G	G	778.70	773.31	12\"	HDPE	N
			774.21	12\"	HDPE	SW
			773.26	18\"	RCP	SE
			773.26	15\"	HDPE	W
INL H	H	778.36	774.64	12\"	HDPE	NE
INL I	I	775.63	773.30	18\"	HDPE	E
			773.28	18\"	HDPE	SW
INL J	J	775.59	773.18	18\"	HDPE	W
			773.20	18\"	RCP	E
CB K	K	777.46		18\"	HDPE	NE



LEGEND

Overhead Electric Lines	Sanitary MH / Tank / Base	CATV Pedestal
Utility Guy Wire	Clean Out / Catch Stop / Pull Box	Gas Regulator
Sanitary Sewer	Manhole	Sign
Storm Sewer	Manhole	1\"
Underground Electric	Catch Basin / Yard Drain	2\"
Underground Gas Line	Water MH / Well	3\"
Underground Telephone	Hydrant	Government Corner
Water Main	Utility Valve	Benchmark
Tie Line	Utility Meter	Asphalt Pavement
Conduit	Utility Pole	Concrete Pavement
Index Contour	Electric Pedestal	Gravel
Intermediate Contour	Electric Transformer	
Delineated Wetlands	Telephone Pedestal	

SURVEYOR'S CERTIFICATE

I, James R. Sehoff, hereby certify that this Preliminary Plat is a
correct representation of all existing land divisions and features, and
that I have complied with the preliminary plat requirements for the
City of Neenah.

James R. Sehoff, P.L.S. No. S-2692 Date

Aug 31, 2023 - 02:39 PM J:\Projects\7771\an\dwg\Civil_3D\7771Plat.dwg Printed by: jm

Freedom Acres Addition
City of Neenah, Winnebago County, WI
For: Van Sistine Homes, LLC

PRELIMINARY PLAT



**DAVEL ENGINEERING &
ENVIRONMENTAL, INC.**
Civil Engineers and Land Surveyors
1164 Province Terrace, Menasha, WI 54952
Ph: 920-991-1866 Fax: 920-441-0804
www.davel.pro



MEMORANDUM

DATE: September 26, 2023
TO: Mayor Lang and Members of Plan Commission
FROM: Brad Schmidt, Deputy Director
RE: Final Plat Review – First Addition to the Homes at Freedom Meadows

Request/Background

Van Sistine Homes, LLC submitted a final plat for the Second Addition to the Homes at Freedom Meadows. Annexation of the subject property and a preliminary plat for this development was approved in August 2023.

Consideration

The proposed plat, 19.94 acres in size, includes 34 single-family residential lots and three outlots. The land is currently zoned R-1, Single-Family Residence District. The average lot size is approximately 16,000 square feet which exceeds the minimum lot size for single-family residential lots. The residential lots range in width from 70 feet to 175 feet.

The development includes the west extension of Liberty Avenue and Freedom Meadows Drive. Two new streets, Valor Place and Patriot Way are proposed. The street right-of-way is 60-feet wide with the exception of Freedom Meadows Drive which is 50 feet. Sidewalks are planned on both sides of all the streets within the development with the exception of the northside of Freedom Meadows Drive.

The developer will be responsible for installing all public utilities (water, sanitary sewer, and storm sewer) as well as constructing all roads within the plat. As with all subdivisions in the City, an agreement outlining the fees and responsibilities between the City and the developer will be reviewed by the Finance Committee and the Board of Public Works and ultimately approved by Common Council.

Storm water will be managed through rear yard drainage swales, storm sewers and ultimately storm water from this plat will be diverted to storm water detention pond located along Freedom Meadows Drive east of the development. This pond is designed to manage storm water for this subdivision and future phases within the development.

Outlot 6 will be dedicated to the City as a public park. The park is 4.9 acres in size and has the possibility to expand north as future development occurs. The park will function as a neighborhood park, but could expand into a community park in the future.

Recommendation

Appropriate action at this time is to recommend Common Council approve the Final Plat for the Second Addition to the Homes at Freedom Meadows subdivision.



City of Neenah Community Development
211 Walnut Street
Neenah WI 54956
Ph 920.886.6130

September 20, 2023

JIM SEHLOFF
DAVEL ENGINEERING
1811 RACINE STREET
MENASHA, WI 54952

RE: Final Plat #2-23 - 2nd Addition to the Homes at Freedom Meadows Final Plat Review () Status Approved

Dear JIM SEHLOFF:

We have completed our review of the plan identified above. The plan was approved per attached comments, if any. This letter is not to be construed as a zoning compliance, grading, building permit, certificate of occupancy, or a substitute for any permit or certificate required by any state or federal government entity.

Sincerely,

Brad Schmidt
Deputy Director of Community Development and Assessment
bschmidt@neenahwi.gov
920-886-6126

Plan Review Comments

Planning - Brad Schmidt -
bschmidt@neenahwi.gov

Approved

Review Comments:

Engineering - Heath Kummerow - 920-886-6245
hkummerow@neenahwi.gov

Approved

Review Comments:

Finance - Andy Kahl -
akahl@neenahwi.gov

Approved

Review Comments:

Water Utility - Anthony Mach - 920-886-6180
amach@neenahwi.gov

Approved

Review Comments:

Fire Department - Adam Dorn - 886-6204
adorn@nmfire.org

Approved

Review Comments:



M E M O R A N D U M

DATE: September 26, 2023
TO: Mayor Lang and Plan Commission
FROM: Brad Schmidt, AICP, Deputy Director
RE: Site Plan Review – 2475 Progress Court – Animal Shelter

Request

The Neenah Animal Shelter has submitted a site plan to construct a new animal shelter on property located at 2475 Progress Court.

Background

The Neenah Animal Shelter currently operates at a facility located at 951 County Road G in the Town of Neenah. They are proposing to construct a new facility on an undeveloped site within the Neenah Southpark Industrial Center. Land west and north of the property includes industrial or business uses, while land south and east includes agricultural land and single-family residences in the Town of Neenah.

Consideration

The site plan includes a 7,238 square-foot building located on the east portion of the property. Off-street parking is located south and east of the building. An outdoor fence dog run is located north of the building. The west half of the 3.5-acre property will remain undeveloped. The I-1 District development standards are listed below. The proposed dimension or size is listed in parentheses next to the standard.

Building Setbacks:

Front Yard – 30 feet **(170 feet)**
Side Yard – 10 feet **(100 feet – east, 95 feet north)**
Rear Yard – 10 feet **(138 feet)**

Max Height – 100 feet **(20 feet)**

Green Space Minimum – 5% of the total site **(83%)**

Lot Coverage Maximum – 30% of the total site **(4%)**

Landscaping:

New developments are required to meet the following landscape requirement:

Frontage – Minimum 10-foot-wide strip extending along the lot adjacent to all road right-of-way shall be landscaped as described below:

- A minimum of one shade tree and three shrubs per 40 linear feet of frontage, excluding driveway openings.
- **80 feet of frontage – 2 shade trees and 6 shrubs required.**

Screening – All exterior storage in refuse disposal areas shall be screened from view to all adjacent properties and road right-of-way.

- Screening shall be with a six-foot high sight-tight fence or wall.
- **Provide detail on the screening of the refuse collection area.**

Buffer Yard – Provide a 10-foot-wide buffer yard on common lot lines shared with residential properties. Include a 6-foot-tall sight tight fence and a minimum of two shade trees and five evergreen trees per 100 linear feet.

- **Include a 6-foot-tall sight-tight fence, 4 shade trees and 10 evergreens along the south property line (200 feet) directly south of the development. Future development to the west will require additional buffer yard landscaping.**

Stormwater Management:

The proposed development is required to meet City post-construction stormwater management standards since the development disturbs over 20,000 square feet of land. The stormwater management plan accounts for the required stormwater quantity standards. City Staff reviewed the stormwater plan and has determined it meets City requirements.

Recommendation

Appropriate action at this time is to approve the site plan for a new animal shelter building located at 2475 Progress Court subject to the Site Plan Review letter comments.



City of Neenah Community Development
211 Walnut Street
Neenah WI 54956
Ph 920.886.6130

September 20, 2023

SHANNON FRENCH
BOLDT
2525 N. ROEMER ROAD
APPLETON, WI 54912-0419

RE: Site Plan #10-23 - 2475 Progress Court - Animal Shelter Site Plan - Major Review () Status Conditional

Dear SHANNON FRENCH:

We have completed our review of the plan identified above. The plan was approved per attached comments, if any that must be addressed. This letter is not to be construed as a zoning compliance, grading, or building permit, certificate of occupancy, or a substitute for any permit or certificate required by any state or federal government entity.

Sincerely,

Brad Schmidt
Deputy Director of Community Development and Assessment
bschmidt@neenahwi.gov
920-886-6126

Plan Review Comments

Fire Department - Adam Dorn - 886-6204
adorn@nmfire.org

Conditional

Review Comments:

Please see the attached NMFR Site Plan Review document.

Inspections - Building Commercial - Kyle Pederson - 920-886-6131
kpederson@neenahwi.gov

Approved

Review Comments:

Planning - Brad Schmidt -
bschmidt@neenahwi.gov

Conditional

Review Comments:

1. Prior to construction of building, parking lots (paving), sign, and shed, please contact the City's Inspection Division to apply for a permit. Contact (920) 886-6331 or visit <https://evolvepublic.ci.neenah.wi.us/> to apply online.
2. Submit a photometric plan and provide detail on the height of the parking lot light pole and light fixture detail.
3. Landscaping requirements - Frontage landscaping: Include two shade trees and six shrubs within 10 feet of the frontage along Progress Court. Bufferyard (between south parking lot and south property line) shall be planted with ten evergreen trees, three shade trees, five ornamental trees and 25 shrubs per 100 linear feet. As an alternative to these bufferyard landscaping requirements, a six-foot high sight-tight fence may be constructed near the lot line, with the remainder of the required bufferyard planted with a minimum of two shade trees and five evergreen trees per 100 linear feet. Only the 200 linear feet south of the proposed parking area shall be considered bufferyard. Future use or development to the west will require additional bufferyard landscaping.
4. The garbage collection area shall be screened with a 6-foot tall sight tight fence. Please provide detail.
5. Refer to Neenah-Menasha Fire Department comments related to fire truck access and truck turnaround.
6. Future parking lot expansions, building additions, or use of the west side of the property may require site plan review. Please contact Community Development (BSchmidt@neenahwi.gov).

Engineering - Heath Kummerow - 920-886-6245
hkummerow@neenahwi.gov

Approved

Review Comments:

Community Development - Chris Haese -
chaese@neenahwi.gov

Approved

Review Comments:

Inspections - Plumbing/HVAC Commercial - Daniel Brown - 920-886-6133
dbrown@neenahwi.gov

Approved

Review Comments:

Water Utility - Anthony Mach - 920-886-6180
amach@neenahwi.gov

Approved

Review Comments:

Please see the attached Neenah Water Utility Specifications for details regarding all installations.

Any new distribution connections shall be supervised by Water Utility staff. Please give us at least two working days of notice before any connections are made.

Ensure that no interconnections between any well or non-potable source and the distribution system or water services exists or is created by construction activity. Any existing wells shall be properly abandoned or permitted through Neenah Water Utility.

Please contact the Neenah Water Utility Distribution Manager at (920) 886-6191 or the Director at (920) 886-6182 for notifications or if you have any questions.

Please let us know what size meter will be used for the building.

Advisory Comments:

We recommend reviewing the size of the water service and possibly increasing from to 1.50" or 2.00".



Neenah-Menasha Fire Rescue

Office of Adam J. Dorn

Assistant Chief of Fire Prevention / Fire Marshal

125 E. COLUMBIAN AVENUE, NEENAH, WI 54956

Phone: 920-886-6200 Fax: 920-886-6208 Website: www.nmfire.org Email: adorn@nmfire.org

Date: 09-20-2023
Address: 2475 Progress Court, Neenah

Re: **Site Plan Review**

Plan Review Number:	Not Provided
Application No.:	Not Provided
Site ID No.:	Not Provided
Project No.:	104553-100

To: Bolt Technical Services
Neenah Animal Shelter

Neenah-Menasha Fire Rescue Fire Prevention Office has reviewed the site plans for the occupancy indicated above. The documents have been reviewed for conformance to the Wisconsin Department of Safety and Professional Services, IBC, NFPA, and Local ordinances of the Cities of Neenah and Menasha (as applicable). Prior to issuing any conditional approvals the review process requires the following stipulations:

1. A copy of this letter shall be given to the general contractor. The general contractor shall arrange for a pre-construction consultation regarding fire prevention and other safeguards. Failure to contact the Fire Prevention Office of Neenah-Menasha Fire Rescue may delay the project. **Please call 920-886-6204 to schedule this consultation.**
2. A Knox Box is required (if not already equipped) for this building and shall be installed on the exterior of the building and discuss the location with the Fire Marshal of Neenah-Menasha Fire Rescue.
 - a. Also obtain a Knox key switch for any parking garage entrances or locked gates, if applicable. These may be ordered online at www.knoxbox.com.
3. If the construction area will have limited access due to construction fence or chained access, **the contractor will be required to obtain a department approved Knox Padlock Model 3770**. This lock may be ordered online at www.knoxbox.com. This padlock will be used as the last link in the chain with the construction padlock placed through the locked shackle.
4. Neenah-Menasha Fire Rescue advocates and strongly recommends the installation of a complete NFPA 13 compliant fire suppression system throughout the building. The fire suppression system shall be monitored by appropriate system.
5. Neenah-Menasha Fire Rescue advocates and strongly recommends the installation of a complete NFPA 72 compliant automatic fire alarm system throughout the building to best protect its occupants, if not already equipped.
6. The sprinkler contractor shall submit a set of DSPS approved plans and proper permit fees for installation of new or modification to all fire suppression systems. Note: 20 heads or less does not require DSPS review, if applicable.

7. The electrical contractor shall submit a set of DSPS approved plans and proper permit fees for installation of new or modification to all fire/smoke alarm systems. Note: 20 devices or less does not require DSPS review, if applicable.
8. Prior to any work being done, a sprinkler permit must be applied for from NMFR. This can be found on our website at www.nmfire.org, under forms and regulations.
9. Prior to occupancy operational and functional acceptance test reports for all fire protection, suppression and detection systems, elevator phase I & phase II operations, and fire/smoke dampers shall be submitted to Neenah-Menasha Fire Rescue, if applicable.
10. A copy of this letter and enclosures shall be given to the sprinkler and electrical contractor. Copies shall also be available on-site and open for inspection.
11. The width of the access road must be 26 feet wide from the roadway to the building.
12. A turn around must be provided, in accordance with the 2021 IFC, Section 503, as the road is longer than 150 feet in length.
 - a. See <https://codes.iccsafe.org/content/IFC2021P1/appendix-d-fire-apparatus-access-roads> for more information.
 - b. For all turns, the inside turning radius must be 35' and the outside turning radius must be 55'.
13. The driveway must be marked as No Parking – Fire Lane, from the road to the parking area.
14. All other fire and life safety requirements as outlined by local, state, and national ordinances and codes must be adhered to.

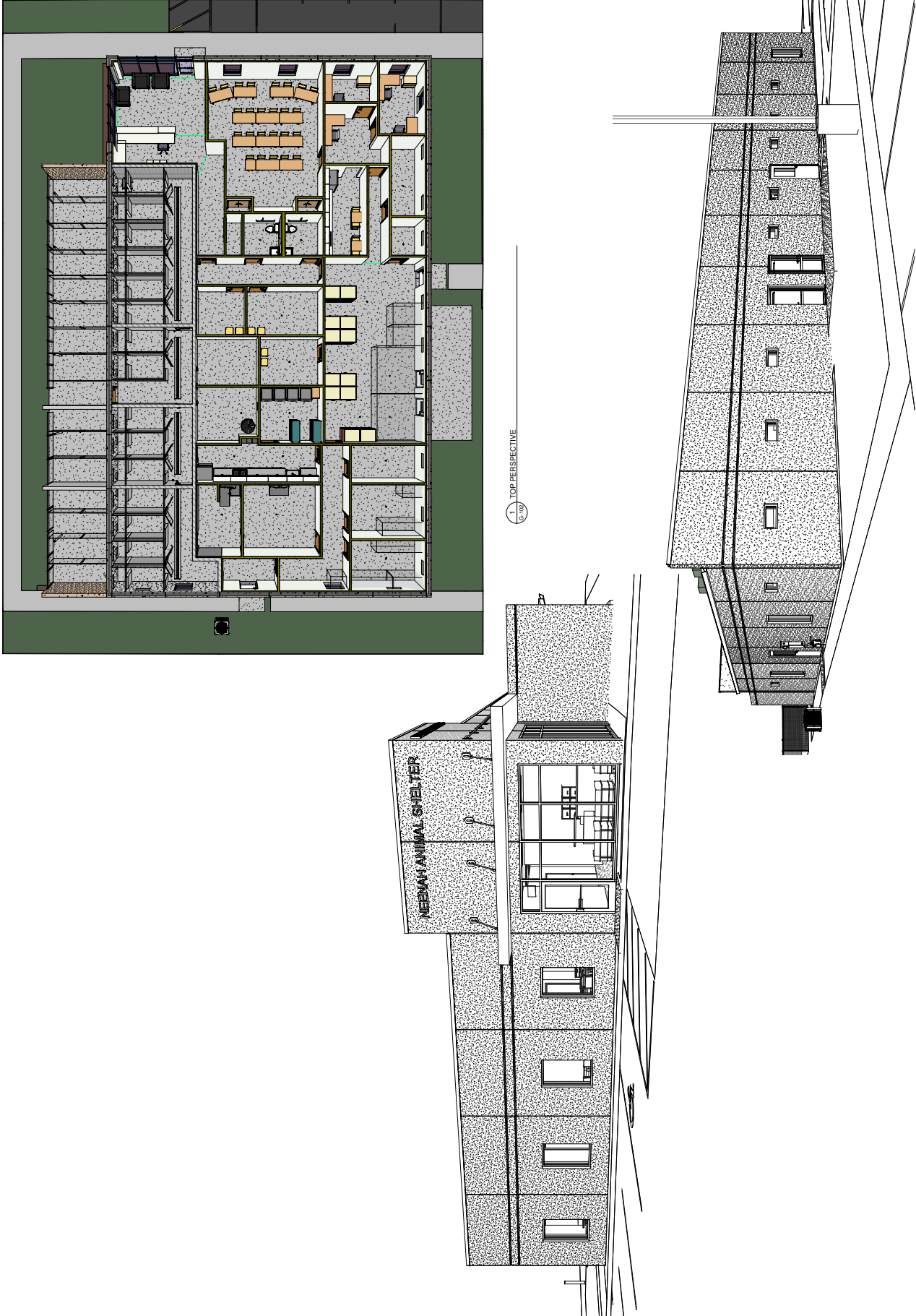
The owner of the building, structure and premise is responsible for maintaining the property in compliance with all applicable codes. In granting this approval Neenah-Menasha Fire Rescue reserves the right to require changes or additions if conditions arise making them necessary for code compliance. Nothing in this review shall relieve the owner or designer of the responsibility for designing a safe building, structure, or component.

You may direct all questions and concerns to this office.

Sincerely,

Adam J. Dorn
Assistant Chief/ Fire Marshal
920-886-6204
adorn@nmfire.org

Cc: Building Department
File



1 TOP PERSPECTIVE
0.100

NEW ANIMAL SHELTER FACILITY
NEENAH ANIMAL SHELTER
2475 PROGRESS COURT, NEENAH
3D REPRESENTATION VIEWS

No.	Description	Drawn By
1	DESIGN	05/22/2023
2	REVISEMENT SHEET	
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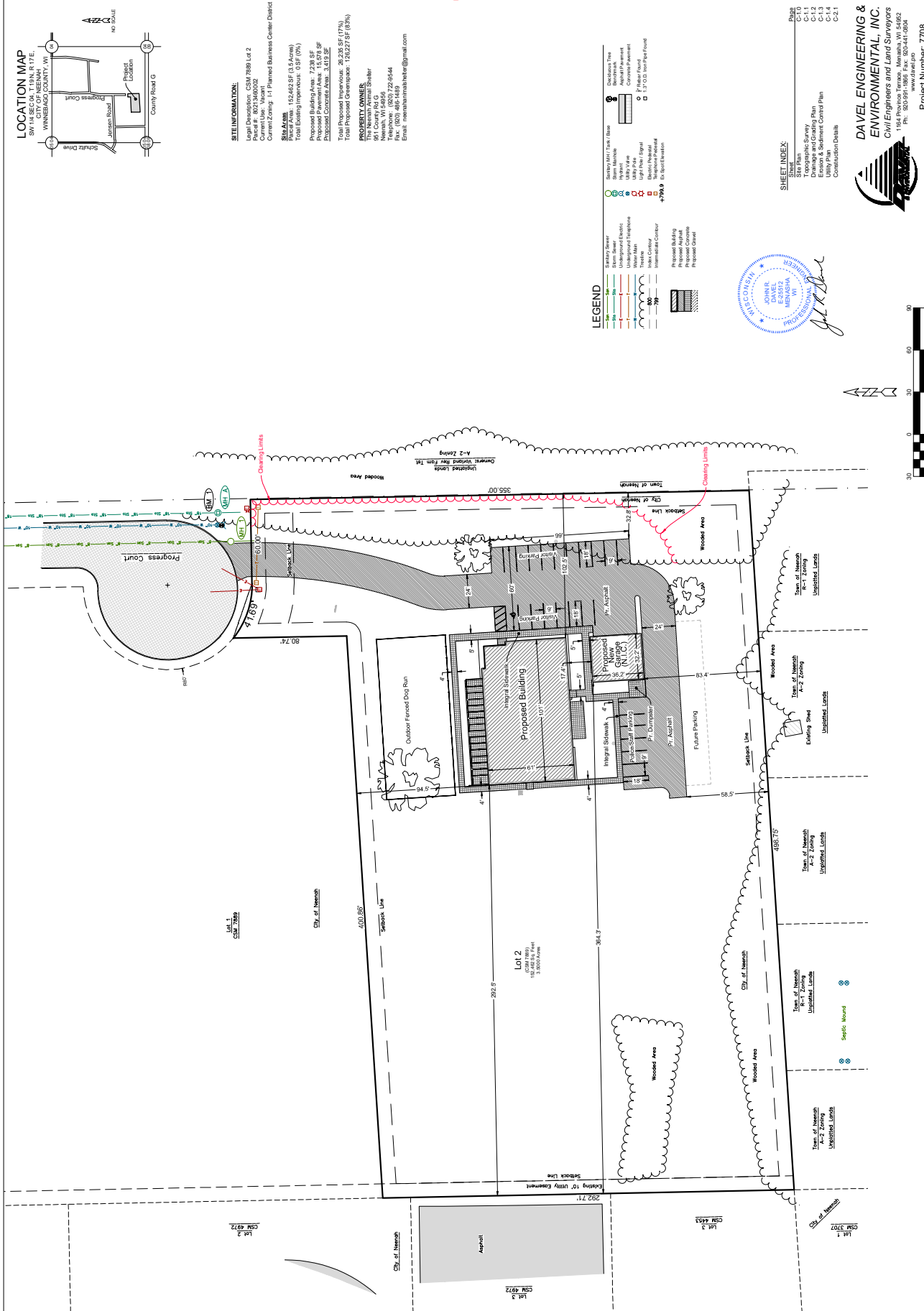
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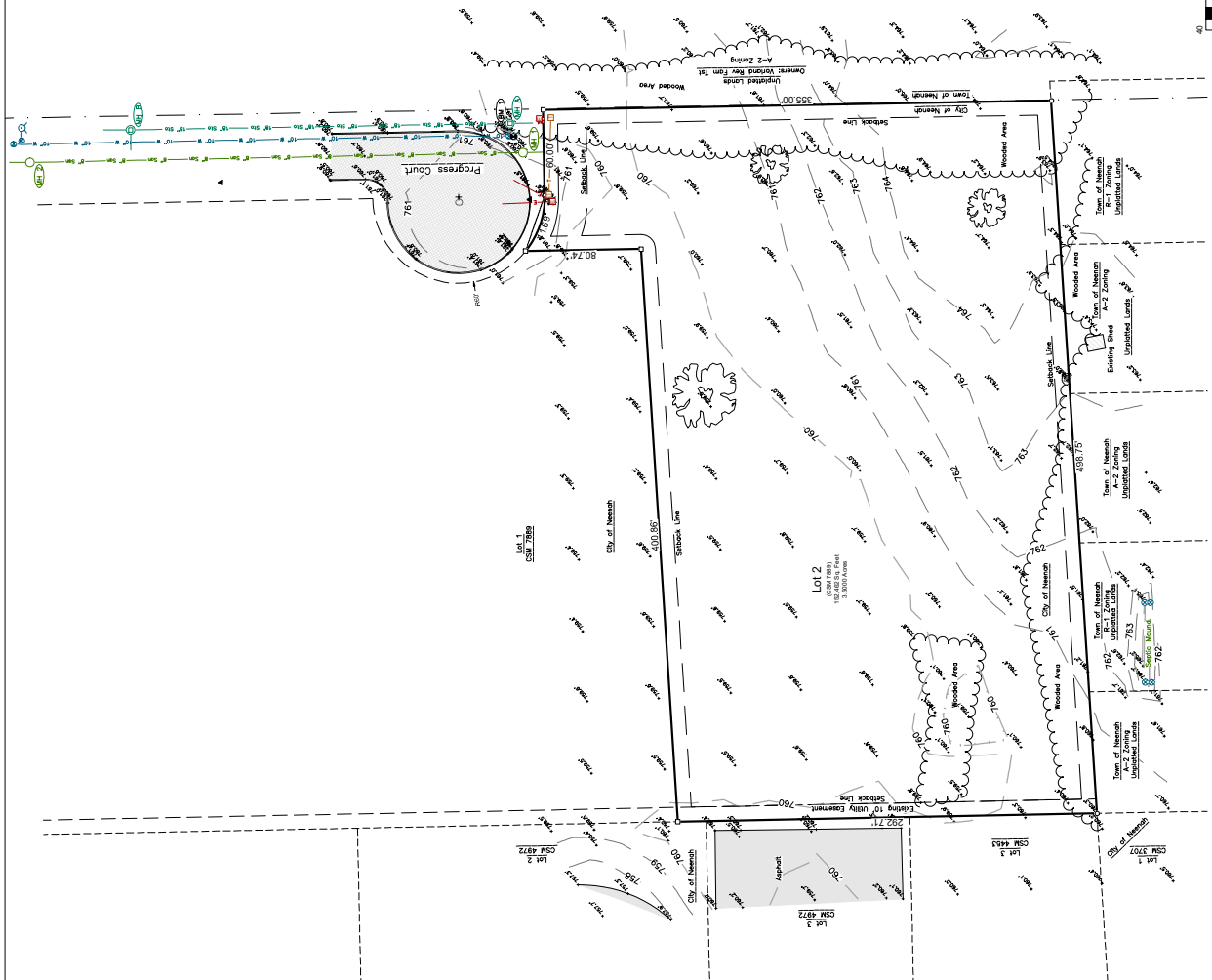
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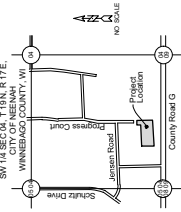




BENCHMARKS (NAVD88)

BM 0	NGS Benchmark PID and Designation - DE7669 Elev 750.27
BM 1	Fire Hydrant, Arrow Head Tap Southeast End of Progress Ct. Elev 753.64
BM 2	Fire Hydrant, Tap Bolt s400' West of the Northwest property corner on west RAW of Townview Drive Elev 751.32

LOCATION MAP



General Notes:

- [illegible]

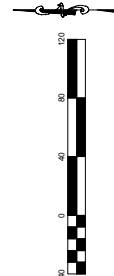
ANTARY STRUCTURES					
Structure	#	Rim	Irv	Size	Material Direction
MH	1	761.42	753.32	8"	PVC N
MH	2	759.74	754.64	8"	PVC N
MH	2	759.74	754.64	8"	PVC S



UNIVERSITY OF EVANSVILLE CERTIFICATE

Scott R. Andersen, hereby certify that I have surveyed this property and this geographical map is a true representation thereof and shows the size and location of the property and the location of all apparent roadways. I hereby certify that said geographical survey and map were made in accordance with acceptable professional standards and that the information contained therein is, to the best of my knowledge, information and belief, a true and accurate representation thereof.

W. G. 1990

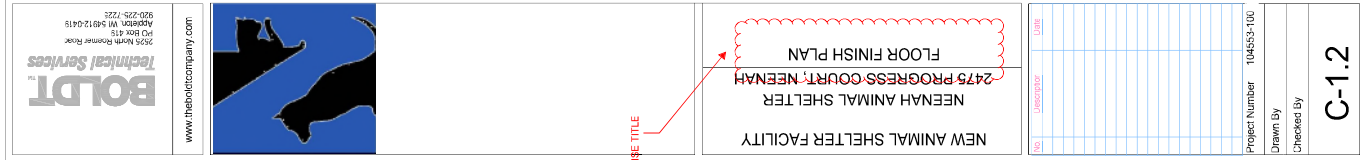


**DAVEL ENGINEERING &
ENVIRONMENTAL, INC.**
Civil Engineers and Land Surveyors
1164 Province Terrace, Menasha, WI 54952
Ph: 920-991-1866 Fax: 920-441-0804
www.davel.biz

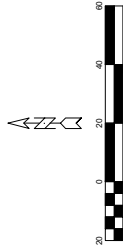
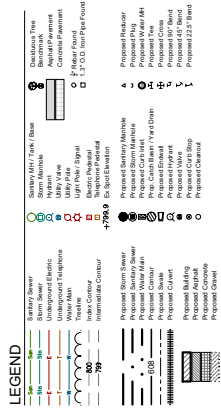
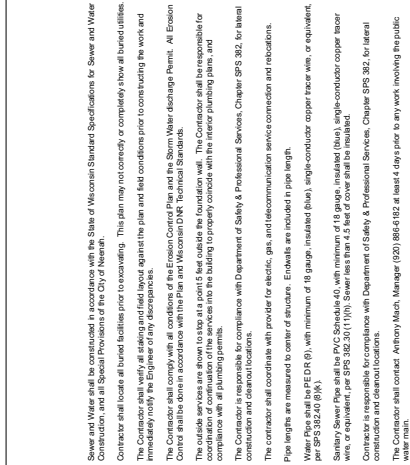
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ENVIRONMENTAL, INC.**
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Project Number	104553-100
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Project Number:
August 21, 2023

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C-1.4

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Technical Services
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Appleton, WI 54912-0419
920-225-7225

www.theboldtcompany.com



REVISION TITLE

NEW ANIMAL SHELTER FACILITY
NEENAH ANIMAL SHELTER
475 PROGRESS COURT, NEENAH
FLOOR FINISH PLAN

[illegible]

[illegible]

1. WATER HEATER. REFER TO PLUMBING DRAWINGS
2. RELOCATED WASHER. REFER TO HVAC DRAWINGS
3. RELOCATED GAS DRYER. REFER TO HVAC DRAWINGS
4. RELOCATED ELECTRIC DRYER. REFER TO HVAC DRAWINGS
5. LOCKERS. 12" WIDE X 12" HIGH X DOUBLE HIGH
6. HOSE BB W/ HOT AND COLD WATER
7. DOG WASH
8. GAS METER LOCATION. VERIFY W/ SUB CONTRACTOR
9. ELECTRICAL METER LOCATION. VERIFY W/ SUB CONTRACTOR

FIRST FLOOR PLAN

Project Number	104553-100
Drawn By	RS
Checked By	SE

A-101

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Project Number	104553-100
Drawn By	RS
Checked By	SF

Checked By	SF
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A-201

EXTERIOR ELEVATIONS

BOLD
Technical Serv
2525 North Rossmore Road
PO Box 419
Appleton, WI 54912-0419
920.224.7225

- | | |
|----|--|
| 1. | BUILDING LETTERING ON S'INDOORFS |
| 2. | ROOF COVERING. SEE BUILDING SECTIONS |
| 3. | ROOF MANSARD. SEE BUILDING SECTIONS |
| 4. | ROOF GUTTER & DOWNSPOUT |
| 5. | EXTERIOR BRICK. SEE BUILDING SECTIONS |
| 6. | EXTERIOR WINDOW WITH STONE SILL. SEE E |
| 7. | EXTERIOR STOREFRONT WINDOW FRAMING PLANS |
| 8. | GULLOTINE KENNEL DOOR |





CHAPTER 4: ECONOMIC DEVELOPMENT

INTRODUCTION

This element includes a brief summary of existing conditions, a list of issues and opportunities that were identified during the planning process, a vision statement and a series of goals, objectives and recommendations to meet the current and future economic development needs in the City of Neenah.

Issues and opportunities identified in this element were determined through the public participation process, collection of background data and through a review of the following documents:

- *Neenah Comprehensive Plan 2020*, adopted in 1999;
- *Neenah Central City Business Improvement District Year ~~Fifteen-twenty-two~~ Operating Plan- ~~2016~~2023*; and
- *Ignite Fox Cities: A Blueprint for Economic Prosperity*, November 22, 2011.

SUMMARY OF EXISTING CONDITIONS

Planning for economic development is an ongoing process in which a community organizes for the creation and maintenance of an environment that will foster the retention and expansion of existing businesses, the attraction of new businesses and the attraction of a talented work force.

Below is a summary of the key economic development conditions. For a complete listing, please see *City of Neenah Comprehensive Plan Update 2040, Volume Two: Existing Conditions Report*.

Labor Force Characteristics

- ~~69.1~~**68.6** percent of the City of Neenah's population 16 years old and older was in the civilian labor force (~~2009-2013~~**2016-2021** ACS 5-Year Estimates).
- Between 2000 and 2009-2013, the civilian labor force grew by 4.8 percent in Neenah (2009-2013 ACS 5-Year Estimates).
- Between 2000 and 2009-2013, employment rates decreased in Neenah from 96.5 percent to 93.8 percent (2009-2013 ACS 5-Year Estimates).
- Overall unemployment rates have been declining in the City, county and state since reaching a high between 2009 and 2010 (WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2002-2014).
- Unemployment rates have been historically higher in Neenah than in the county and state (WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2002-2014).
- The City of Neenah's workforce traveled an average of 17.9 minutes to their workplace in 2009-2013, this was 1.4 minutes longer than in 2000 (2009-2013 ACS 5-Year Estimates).



- Top workplace destinations for Neenah residents in 2014 was the City of Neenah (21.9%), City of Appleton (12.9%), City of Oshkosh (9.3%), the City of Menasha (4.4%) and the City of Green Bay (2.3%) (onthemap.ces.census.gov).
- Top places of residence for people working in the City of Neenah in 2014 was City of Neenah (15.6%), City of Appleton (12.8%), City of Oshkosh (7.7%) and City of Menasha (5.7%) (onthemap.ces.census.gov).

Economic Base Analysis

- The top three occupations for City residents were Management, Business, Science, and Arts (30.5%), Sales and Office (28.3%) and Production, Transportation, Material Moving (17.8%) (2009-2013 ACS 5-Year Estimates).
- The top two industry sectors for the City of Neenah (26.7%, 17.5%), Winnebago County (24.5%, 19.6%) and the State (18.2%, 23.2%) was the Manufacturing sector and Educational, Health and Social Services sector.
- The Oshkosh-Neenah MSA is an exporter of manufacturing (2.70), construction (1.05) and other services (1.09). It is an importer of natural resource and mining (0.30), trade, transportation and utilities (0.82), information (0.82), financial activities (0.77), professional and business services (0.85), education and health services (0.75), and leisure and hospitality (0.70).
- Top employers in Neenah included Alta Resources, ~~Kimberly-Clark~~, Neenah Foundry Co., ThedaCare Regional Medical Center – Neenah, Plexus, Menasha Corporation, and ~~Bemis Corporation~~Amcor (Wisconsin Worknet, ~~March 7, 2016~~2023 and City of Neenah).
- Employment forecasts indicate that the largest industry in the City of Neenah will be manufacturing 2025, though this industry is expected to employ fewer people than it does today (EMSI Q4 Data Set, zip code 54956).
- The largest industry growth areas between 2015 and 2025 are expected to be Construction (28%), Administrative & Support and Waste Management & Remediation Services (26%), Finance and Insurance (24%), Accommodation and Food Services (23%), Real Estate Rental and Leasing (38%), and Educational Services (32%).

Business and Commercial Districts and Corridors

- Downtown Neenah Business District generally located along Wisconsin Avenue from Torrey Street to Oak Street and along Commercial Street from the river to around Winneconne Avenue. The district is a mixture of retail establishments, businesses, restaurants, a hotel and other service providers.
- South Commercial Street Business Corridor generally includes the area along S. Commercial Street from State Street to slightly past Bell Street. The corridor is a mixture of retail businesses, banks, restaurants, a grocery store, and health care providers.
- Doty Island Business District is located north of the Downtown Neenah Business District on Doty Island. This district generally includes a triangular area bounded by N. Commercial Street from the river to Nicolet Boulevard, E. North Water Street and First Street. It includes a mixture of retail, restaurants, business, ~~a school~~, churches, and service providers (health and government).
- Fox Point / Green Bay Road Commercial District is generally located along S. Green Bay Road from North Street to Cecil Street. It provides a mixture of retail goods and



services including two shopping centers, car dealers, churches, restaurants, retail, banking, motel, etc.

- Main Street Commercial Corridor extends from downtown Neenah to I-41. It includes a mixture of industrial, commercial and residential uses.
- Westowne Commercial District is located west of I-41 and east of Tullar Road near Winneconne Avenue. It is a newer district comprised of mixture of retail, restaurants, health care provider and a bank.

Industrial and Business Parks

- The Southpark Industrial Center is located near the I-41 and Bell Street Interchange. Approximately ~~86~~65 acres are currently available for development.

Tax Incremental Financing District

- ~~• TID No. 5 (Central Business District) was created in 1993 to support redevelopment, revitalization, and growth in the Downtown Business District. This district has an anticipated closure date of 2021.~~
- ~~• TID No. 6 (Southpark Industrial Center) was created in 1997 to support the second expansion of the Southpark Industrial Center. This district has an anticipated closure date of 2021.~~
- TID No. 7 (Westowne Business District) was created in 2000 to stimulate new commercial development on the City's west side. This district has an anticipated closure date of 2031.
- TID No. 8 (Doty Island / Downtown Neenah Business District) was created in 2001 to stimulate growth on Doty Island and parts of Downtown Neenah. This district has an anticipated closure date of 2031.
- TID No. 9 (U.S. Highway 41 South Industrial Redevelopment District) was created in 2015 to assist with the rehabilitation and conservation of the industrial corridor adjacent to I-41 from approximately Breezewood Lane / Bell Street to CTH G. This district has an anticipated closure date of 2027.
- TID No. 10 (Downtown Gateway Redevelopment District) was created in 2015 to assist with the elimination of blight and overall improvement of the area to significantly enhance the value of the real property in the district. This district has an anticipated closure date of 2041.
- TID No. 11
- TID No. 12

Business Improvement District

- The Neenah Central City Business Improvement District was created in 2001 to sustain the competitiveness of the Downtown. Key focus areas include management, retention, recruitment, marketing, public relations and physical maintenance.

Economic Development Strategy and Assessment

- Key Economic Development Strengths include: key transportation links; available infrastructure; Lake Winnebago and the Fox River system; highly rated school system;



proximity to higher educational opportunities; major employers; low cost of living; low crime rate; pedestrian and bicycling infrastructure; part of the larger Fox Cities metro area; Southpark Industrial Center; cultural resources; quality recreational opportunities; natural areas and open space; availability of local healthcare facilities/providers; mixture of housing choices; public transit; intermodal facilities; diverse economic base; availability of business and industrial space; vibrant downtown with historic features intact; and housing near the downtown.

- Key Economic Development Weaknesses include: accessible public transportation; availability of skilled industrial workers, technicians, engineers and scientists; cost of electricity for Industrial Use; availability of suitable, reasonable priced, commercial and industrial space and land; lack of regional planning and communication; and limited opportunities for city annexation.

ISSUES AND OPPORTUNITIES

A number of issues and opportunities were identified through the public participation process, collection of background data and through a review of other documents. A list of issues and opportunities are described below:

Downtown Neenah Business District Enrichment

The historic downtown business district is a diverse mix of retail, businesses including a number of major employers, restaurants, retail establishments, a hotel and other service providers. Shattuck Park, adjacent to the river and marina, and public library, provides a venue for community events, concerts, and the Saturday farmers market. The Neenah Riverwalk between N. Commercial Street and Oak Street provides an opportunity for residents to enjoy the waterfront. While this area was identified as a major asset to the City during the public participation process, suggestions were made on how this area could be enhanced.



Downtown Neenah Business District

Enhancement suggestions include:

- Increase opportunities for walking and bicycling
 - Connect the Neenah Riverwalk at N. Commercial Street to Main Street
 - Increase awareness of existing bike parking in the downtown
 - Develop a way-finding system for pedestrians and bicyclists
 - ~~Complete the Loop the Little Lake trail~~
 - Connect the downtown to residential areas via on-street and off-street trails
- Address bicycle safety / access in the downtown
- Increase tourism and recreational opportunities, including the connection and access to the waterfront
- Address congestion concerns



- Develop Arrowhead Park as a destination for residents in the region
 - Address parking concerns for long term and short term users
 - Pursue connectivity to Doty Island and downtown Menasha
 - Increase cultural and entertainment opportunities for residents and visitors
 - Increase waterfront and outdoor dining opportunities
 - Provide additional residential living space in and around the downtown
 - Update wayfinding signage
 - Address lighting on E. Wisconsin Avenue in the downtown area
 - Increase diversity of restaurants and unique retail businesses
 - ~~Install free wireless broadband internet in the downtown business district~~
 - Integrate additional residential housing with the downtown business district
 - Improve short-term and long-term parking options
- ♦ The Neenah Next Downtown Plan was adopted in 2023. The plan focuses on many of the concerns identified above. The plan addresses the bike/bederstrian connectivity issue by proposing a cycler track through Downtown via Main Street and Wisconsin Avenue. In addition, the plan identifies a plan to re-route bypass traffic away from Main Street via Torrey/Columbian. Finally, long-term parking solutions included a potential 600-stall parking structure located on the west side of downtown.

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Business and Commercial Corridor Redevelopment

S. Commercial Street Business Corridor

The S. Commercial Street Business Corridor is the southern entrance into the City. It has experienced little in the way of significant new real estate investment in a number of years and struggles to sustain core businesses in the older parts of the district. It faces the challenge of maintaining a strong neighborhood retail shopping and dining experience. There are several notable vacant buildings, sites identified as Brownfields or potential Brownfields, and many small parcels of land adjacent to residential properties. This corridor received numerous suggestions for improvement during the public participation process.



S. Commercial Street Business Corridor

Suggestions for improvements include:

- Address bicycle and pedestrian safety and access concerns
- Improve walkability from residential areas to businesses
- Address intersection safety concerns
- Address temporary retail businesses
- Encourage retail and business redevelopment
- Improve the appearance of the overall commercial corridor by establishing design standards
- Encourage building façade and site improvements
- Address building and site maintenance issues
- Increase opportunities for restaurants in the southern portion of the corridor to serve the industrial park
- Improve the street surface



- Create a district identity
- Improve property maintenance
- The City adopted the S. Commercial Street Corridor Plan in 2019. The plan addresses many of the concerns identified above and created a façade improvement program for businesses along the corridor. The implementation of the plan will continue with the S. Commercial Street reconstruction project beginning in 2025.

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Main Street Commercial Corridor

The Main Street Commercial Corridor is a sporadic mix of residential, commercial and industrial uses and is a gateway into the downtown area. This corridor has not seen any major investment for some time.



Suggestions for improvements include:

- Redevelop commercial properties near the Neenah Slough, Lake Street and Western Avenue areas of the corridor, consider multi-family residential uses for the areas near the Neenah Slough
- Improve the appearance of the corridor by establishing commercial design standards
- Encourage neighborhood / residential property improvements
- Consider developing a gateway area near I-41
- Increase safety on the Main Street overpass
- Consider a roundabout at the Lake Street intersection



Main Street Commercial Corridor

Fox Point / Green Bay Road Commercial District

The Fox Point / Green Bay Road Commercial District has received some redevelopment, though redevelopment is still needed in the district. I-41 / USH 41 was initially located on Green Bay Road and some of the existing development along Green Bay Road stems from this time frame. It has traditionally served a market area that encompasses the City and surrounding towns.

Suggestions for improvements include:

- Address pedestrian and bicycle safety at the Cecil Street, Green Bay Road and Lake Street roundabouts
- Improve the appearance of the corridor by establishing commercial design standards
- Renovate / redevelop commercial properties near the Lake Street intersection, and in the former Twin City Appliance area



Doty Island Business District

Doty Island Business District

The Doty Island Business District has undergone redevelopment as older residential and commercial properties have been torn down or replaced. Challenges such as the rail road spur, and a number of undesirable and incompatible uses exist in the district, making it difficult to attract new businesses and investment. There are a number of vacant buildings along the N. Commercial Street corridor and a fairly large undeveloped parcel on the northwest corner of Forest Avenue and First Street which provides an opportunity for

new development. Recently, ThedaCare ~~has announced that it is looking into consolidating its two hospitals, one on Doty~~

~~Island in Neenah and the second in Appleton on Meade Street. It is unknown at this time if ThedaCare Regional Medical Center — Neenah will remain in its current location~~finalized an expansion and modernization of their Emergency Department and numerous projects



throughout the building. Numerous suggestions were made during the visioning process for improvements and redevelopment ideas for this district.

Suggestions for improvements and redevelopment include:

- Address safety concerns for vehicles, bicyclists and pedestrians along the N. Commercial Street corridor
- Increase opportunities for bicyclists and pedestrians
- Address truck unloading at Neenah Paper which disrupts traffic on N. Commercial St.
- Address the confusing intersection at Nicolet Boulevard, N. Commercial Street and First Street
- Encourage building façade and site improvements
- Address building and site maintenance issues
- Address parking on N. Commercial Street
- Encourage retail and business redevelopment
- Encourage the establishment of restaurants in the vicinity of the YMCA
- Redevelop the First Street corridor
- Develop the vacant parcel at Forest Avenue and First Street and the former Nicolet Clinic site on Lincoln St.
- Create-Update the master plan for the ThedaCare Regional Medical Center – Neenah site in the event that the hospital decides to leave the area
- Encourage additional housing, especially waterfront housing in the area
- Encourage opportunities for waterfront access
- Provide connection between the downtown areas in Neenah and Menasha

Westowne Commercial District

The Westowne Commercial District south of I-41 near Winneconne Avenue is a newer commercial district. Existing development is a mixture of retail including big box retail, fast food restaurants, a bank and a health care provider. Winneconne Avenue / CTH JJ is a designated urban minor arterial that connects Neenah and I-41 to the towns to the west of the City.

Suggestions for improvements in this area include:

- Increase opportunities and address safety issues for pedestrians and bicyclists
 - Under the I-41 bridge
 - Westowne Place, provide safe routes from senior housing
 - Tullar Road
- Further develop this commercial district with a mixture of retail and restaurants

Industrial and Business Park

The Southpark Industrial Center is in close proximity to I-41 and rail; it is served by municipal utilities and services. This park is nearing capacity and additional land adjacent to I-41 and rail should be made available.



Southpark Industrial Center



Suggestions for the Southpark Industrial Center include:

- Concern about building vacancies
- Concern about the adjacent incompatible uses, industrial and residential
- Median maintenance on Industrial Drive
- Additional industrial land for expansion
- Increase opportunities for pedestrians and bicyclists
- Improve access into and out of the Industrial Park
- Aesthetic concerns from businesses storing goods and materials outside

Redevelopment of Other Commercial Areas

Commercial areas beyond the districts and corridors identified above do exist within the City. Some of these areas are adjacent to the I-41 corridor, while others are located near industrial uses or near existing commercial / business districts or corridors.

Suggestions for other commercial areas include:

- Renovate / redevelop Gillingham Road between Breezewood Lane and Gay Drive

New Development

Future growth will be predominately to the west and south in the City growth areas, as defined by the 2003 boundary agreement with the Town of Neenah. Areas adjacent to existing commercial and industrial development near I-41 corridor, the Southpark Industrial Center and rail corridor and on the west side of I-41, bordering the frontage road, the CTH JJ corridor and south of CTH G should be targeted.

VISION, GOALS, OBJECTIVES AND RECOMMENDATIONS

Vision Statement: Neenah continues to grow to accommodate new commercial and industrial land and focuses on redeveloping underutilized commercial districts and neighborhoods which has created a demand for business expansion and relocation, and a desire for people wanting to live and visit the City.

Goal ED 1: Provide and support a range of economic development activities that encourages retail, commercial and industrial growth, while enhancing quality of life for residents.

Objective ED 1.1: Maintain a strong, diversified economic base that can provide steady employment with quality jobs for all.

- Recommendation ED 1.1.1: Create an economic development strategic plan.
- Recommendation ED 1.1.2: Identify strategic locations for future mixed use business and industrial development. (See Recommendation LU 1.5.1 and ED 1.1.3)
- Recommendation ED 1.1.3: Support the development and expansion of new commercial areas that can meet neighborhood and community needs.



Objective ED 1.2: Actively promote the community as a good location for business growth.

- Recommendation ED 1.2.1: Create marketing materials to assist in attracting people to live in the City, people to visit the City, and businesses to invest in the City.
- Recommendation ED 1.2.2: Promote the City as being part of the Fox Cities metropolitan area.

Objective ED 1.3: Provide the public infrastructure needed to support economic growth in the community.

- Recommendation ED 1.3.1: The City should continue to invest in maintaining its current public infrastructure.
- Recommendation ED 1.3.2: Develop a strategic plan which identifies future infrastructure needs and costs for the City's growth areas.

Objective ED 1.4: Develop the City's tourism potential.

- Recommendation ED 1.4.1: Recognize tourism as a substantial economic opportunity, and support community and sporting events, festivals, waterfront and water access activities, walking tours of historic areas and other heritage tourism activities.

Objective ED 1.5: Promote the City's Industrial Park.

- Recommendation ED 1.5.1: Continue to provide information regarding available properties, buildings and amenities in the Southpark Industrial Center.
- Recommendation ED 1.5.2: Identify ways to improve the public portions of the industrial park including the streets, bike trails, medians, terraces, and signage.
- Recommendation ED 1.5.3: Develop a strategy to improve the appearance of private property within the industrial park, specifically the storage of outside materials, landscaping, and building facades.

Objective ED 1.6: Support existing businesses, while at the same time considering new business opportunities.

- Recommendation ED 1.6.1: The City should create a business retention and expansion program. As part of the program, the City should:
 - Conduct and annually track business retention visits;
 - Provide follow up with businesses;
 - Partner with the Fox Cities Regional Partnership and Future Neenah, Inc..
- Recommendation ED 1.6.2: Create a local incentive program for business expansion and building improvements.



Objective ED 1.7: Promote the redevelopment of land with existing infrastructure and public services.

- Recommendation ED 1.7.1: Direct development to areas already served by public infrastructure and services (sewer, water, streets and emergency services). Give second priority to areas adjacent to public services.
- Recommendation ED 1.7.2: Continue to identify redevelopment sites and make this information available.
- Recommendation ED 1.7.3: Promote underutilized commercial /industrial properties that may have commercial or residential potential.
- Recommendation ED 1.7.4: Collaborate with Future Neenah, Inc. to promote available underutilized commercial / industrial properties (including Brownfield sites) in the City. (See recommendation IC 1.1.4)
- Recommendation ED 1.7.5: Use Locate in Wisconsin (www.locateinwisconsin.com) to promote available buildings, sites and properties that will sync and be promoted on the following economic development organizations' websites: Wisconsin Economic Development Corporation, New North, Inc. and the Fox Cities Regional Partnership.

Objective ED 1.8: Partner and collaborate with other organizations on economic development efforts.

- Recommendation ED 1.8.1: The City should continue to support and participate in cooperative regional marketing efforts for the recruitment of industrial and service business prospects from outside the region and/or state. (See recommendation IC 1.1.1)
- Recommendation ED 1.8.2: The City, working in cooperation with private development partners, should pursue development of a strategy and recruitment program to more fully develop the economy of the community. (See recommendation IC 1.1.3)
- Recommendation ED 1.8.3: Continue to participate in the Fox Cities Regional Partnership. (See recommendation IC 1.1.2)

Goal ED 2: Enhance Community and Neighborhood Identity.

Objective ED 2.1: Create a culture of creativity and openness in order to retain, attract and engage people.

- Recommendation ED 2.1.1: Continue to promote and expand the City's quality of life attributes (low crime, low cost of living, cultural enhancements, quality schools, access to higher education, parks, vibrant downtown, riverfront access, access to a system of walking and biking trails, etc.).



Objective ED 2.2: Promote and grow downtown Neenah.

- Recommendation ED 2.2.1: Continue to support the Neenah Central City Business Improvement District (BID) in downtown Neenah as a way to equitably fund programs for the management, maintenance, and promotion of the central business district. (Note: *The Neenah Central City Business Improvement District was created in 2001.*)
- Recommendation ED 2.2.2: Consider expanding the public wireless broadband system in the downtown business district. (See recommendation CF 1.1.6)
- Recommendation ED 2.2.3: Enhance the downtown's connection to the waterfront by promoting waterfront activities and development. (See Recommendation IO 1.4.1 , IO 1.4.2 , IO 1.4.4, LU 1.8.7)
- Recommendation ED 2.2.4: Continue to address parking concerns and issues. (See Recommendation LU 1.5.5, T 1.2.2)
- Recommendation ED 2.2.5: Increase cultural, entertainment and recreational opportunities in the downtown. Ensure that these uses are integrated with and enhance existing and future business uses. Within the historic downtown district these uses should complement the historic district. (See Recommendation LU 1.5.5, LU 1.8.7, IO 1.4.4, IO 1.4.1, IO 1.4.2, ED 2.2.3)
- Recommendation ED 2.2.6: Protect the historic character of the downtown area by adopting historical preservation design standards to enhance and preserve the historical significance of the Central Business District. (See Recommendation LU 1.5.5)
- Recommendation ED 2.2.7: Improve traffic circulation and address safety access concerns for pedestrian, bicyclists, vehicles and public transit. (See Recommendation LU 1.5.5, T 1.1.1, LU 1.6.3)

Commented [BRS1]: Completed

Objective ED 2.3: Sustain and improve the vitality of commercial corridors and business districts.

- Recommendation ED 2.3.1: Recognize Tax Increment Financing (TIF) as an important economic development tool.
- Recommendation ED 2.3.2: Develop a plan for a sign / landscaped area welcoming residents and visitors to the City. (See Recommendation IO 1.2.4)
- Recommendation ED 2.3.3: Continue to utilize Community Funds to assist projects within business district development areas.
- Recommendation ED 2.3.4: Maintain a Small Business Loan revolving fund to assist small, growing companies that are creating new jobs in the community.
- Recommendation ED 2.3.5: Develop a S. Commercial Street corridor plan to identify land use, urban design and zoning standards that will be compatible with the existing



bordering residential neighborhood and create an inviting entrance into the City. (See Recommendation IO 1.2.6, LU 1.5.6, LU 1.5.7)

Commented [BRS2]: Completed in 2019

- Recommendation ED 2.3.6: Develop business district / corridor plans for the Main Street, Green Bay Road and Doty Island. Consider design standards and revisions to the zoning code that will complement and be compatible with bordering residential neighborhoods, while providing an inviting entrance into the City. This could also include adding design amenities such as decorative pavement, corridor branding signage, trees and other vegetation. (See Recommendation IO 1.2.6, LU 1.5.6, LU 1.5.7)

Objective ED 2.4: Promote commercial and business development that complements and enhances adjacent neighborhoods.

- Recommendation ED 2.4.1: Maintain existing businesses and attract new businesses to commercial corridors and business districts that are within walking distance to residential neighborhoods and provide access to retail, restaurants and services. (See recommendation LU 1.5.8)
- Recommendation ED 2.4.2: New business development should be compatible with the character of surrounding development and the overall character of the City. (See recommendation LU 1.5.9)
- Recommendation ED 2.4.3: Develop standards that buffer commercial and residential uses and allow both to prosper. (See recommendation LU 1.5.10, LU 1.4.3)

Objective ED 2.5: Increase alternative forms of transportation to employment centers.

- Recommendation ED 2.5.1: Enhance pedestrian and bicycling facilities within the City by linking key destinations and providing linkages to regional trail systems. (See recommendation T 2.1.2, CF 4.2.2, LU 1.6.1)
- Recommendation ED 2.5.2: Support the development of a regional transit route. (See recommendation T 2.2.3, IC 1.1.5)
- Recommendation ED 2.5.3: Encourage Valley Transit to evaluate existing bus routes within the City to determine if service should be expanded to serve other locations.
- Recommendation ED 2.5.4: Identify gaps in the existing trail system that would hamper accessibility to employment centers. (See recommendation LU 1.6.1)

Goal ED 3: Promote entrepreneurial programs and lifelong learning.

Objective ED 3.1: Encourage continuing education in the workplace through employer commitment to, and investment in, the local labor force.

- Recommendation ED 3.1.1: Encourage local employers to provide opportunities for employees to continue new skills and competencies.



Objective ED 3.2: Support entrepreneurial programs to facilitate local business start-ups.

- Recommendation ED 3.2.1: Encourage entrepreneurs to submit business plans to the Northeast Wisconsin Regional Economic Partnership (NEWREP) Business Plan Competition as well as the Governor's Business Plan Competition through the Wisconsin Technology Council.
- Recommendation ED 3.2.2: Support individual's efforts to seek support for business plan development, financing information, and other assistance:
 - The Wisconsin Women's Business Initiative Corporation (WWBIC), <https://www.wwbic.com/>;
 - Fox Valley Technical College's Venture Center;
 - Small Business Development Center-Oshkosh;
 - SCORE, a partner of the Small Business Administration, the Fox Cities SCORE Chapter is located at the Fox Cities Chamber of Commerce & Industry;
 - Wisconsin Small Business Development Center, <https://www.wisconsinsbdc.org/business-starts>;
 - Impact Seven, <http://www.impactseven.org/>; and
 - Wisconsin Economic Development Corporation (WEDC), <http://inwisconsin.com/>.

Objective ED 3.3: Support and promote programs for youth and adults through FVTC, the Neenah Joint School District and UW-Extension.

- Recommendation ED 3.3.1: Work cooperatively with secondary and post-secondary educators in identifying those education and job-training needs that must be met to maintain a well-trained workforce.
- Recommendation ED 3.3.2: Connect employers with local high schools and guidance counselors to promote technical programs / job skill training through FVTC and the local high school that are needed in the community.
- Recommendation ED 3.3.3: Encourage local schools to continue to work with CESA 6, FVTC and the business community to provide a youth apprenticeship program to provide students with valuable skills.



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