

**Watertown City Council**

January 27, 2026

<b>Agenda Item:</b>	<b>Watertown Floral &amp; Gift Company Temporary Sign Permit Request</b>
<b>Request for Action:</b>	<b>Approve Temporary Signage for Watertown Floral &amp; Gift Company – Valentine’s Day</b>
<b>Department:</b>	<b>Dan Tolsma, City Administrator</b>

**Background:**

The Watertown Floral & Gift Company located at 133 Lewis Ave. South has submitted a temporary sign permit request for designated customer parking stalls in front of their business. Specifically, they would like one designated spot on February 13<sup>th</sup> to use for their delivery van, and three spots on February 14<sup>th</sup> so that they could have two customer spots in addition to the spot for the delivery van.

**Discussion:**

In 2025 the City Council set parameters for temporary signs on public property:

- Permits were not to exceed 3 days per event.
- No more than 30 days could be requested in one year.
- Applications must be submitted at least 30 days prior to the event.
- All permits must be approved by the City Council.

**Motion Type:**

Simple majority vote of members present.

**Requested Action/Motion:**

“I move to approve the temporary sign permit request with the following conditions:

- The applicant is approved to display one 10 minute parking sign for up to three parking stalls in front of their place of business for the dates as requested in the permit applications.
- The provided signage will be designed, fabricated, and owned by the City of Watertown.
- The signage must be removed from the sidewalk during non-business hours by the property owner.”