



CITY OF MANITOWOC

WISCONSIN, USA
www.manitowoc.org

Date: August 2, 2022

To: Public Safety Committee

From: Community Development and Inspections

Re: Sign Code Cleanup

As could reasonably be expected, as we have worked with the updated sign ordinance over the last year we have noticed some areas that staff would recommend cleaning up and updating to further enhance the usability and intent of the code. In addition to the actual changes outlined in the attached draft ordinance, staff would like to highlight the areas of change and the rationale behind them:

- Section 31.030 – Changes to this section are intended to provide more discretion to the building inspector to make judgement calls on what signs are required to comply with the ordinance – examples of signs that are typically considered incidental and not needing permits and review include directional signs (exit/entrance signs) and addressing.
- Section 31.200 – When the recent change was made to allow one feather sign per business, we missed the opportunity to remove this image from the prohibited sign section.
- Section 34.420 – This was most likely a drafting error resulting from reworking terminology during the drafting of the ordinance – the image was labeled under the old term.
- Section 31.440 – To better differentiate between a monument sign and a pylon sign, as well as further encouraging the use of monument signs, staff is recommended that a minimum sign face height be included in the pylon sign section. This will also help ensure that the signs have less impact to sight lines near intersections and driveways. All other restrictions on pylon signs will remain as is.
- Section 31.600 – With the future development of the industrial property at Hecker/Viebahn, we felt it would be appropriate to incorporate the same sign restrictions as those found in the current industrial park. In doing so it made sense to rename the appropriate sign district to a more generic title.
- Section 31.620 – As the code gets used more we have identified a concern with how larger campuses are impacted by the sign code. In situations where there is a large amount of acreage, building and access points, the current ordinance could be seen as overly restrictive. To allow flexibility on these more unique properties, staff is recommending a campus sign plan permit – basically the ability to review a comprehensive sign package. This type of permit would be reviewed by 3 departments to help maintain proper oversight and flexibility.
- Section 31.900 – Same as the change to Section 31.600.
- Appendix A; SD-01 – Same as the change to Section 31.600.
- Appendix A; SD-02 – In other sign districts there is additional language specific to electronic message displays that was mistakenly left out of this district. This change makes the regulations consistent across various districts.
- Appendix A; SD-08 – The current ordinance does not allow awning or window signs in the General Industrial areas of the City. Staff feels that is overly restrictive and recommends allowing them.
- Appendix A; SD-15 – There was a scribe's error noticed in the code that staff would like cleaned up.

- Sign District Map – Same as the change to Section 31.600, changing the City owned property located and Hecker Road and Viebahn Street from the SD-08 General Industrial District to the SD-01 Industrial Park District, and adding recent annexations to the map.

Overall staff feels the sign code is doing an excellent job of balancing regulations, community character and ease of use, it just needs a few tweaks to cleanup unforeseen issues. Community Development or Inspection staff is happy to answer any questions you may have on the requested changes.

ORDINANCE

An Ordinance to amend Chapter 31 of the Manitowoc Municipal Code regulating Signs.

The Mayor and Common Council of the City of Manitowoc do ordain as follows:

Section 1. Section 31.030 is amended to include the following:

31.030 Applicability.

All signs located in the City must comply with this chapter, except for the following which are exempt at the discretion of the Building Inspector:

...

(8) Directional signs under 2 square feet used to coordinate traffic movement on the site.

(9) Building addresses consistent with Section 7.020(6)(c) of the Municipal Code and door identification.

Section 2. Section 31.200 is amended to remove the following image:

31.200 Prohibited Signs.

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Section 3. Section 31.420 is amended to read as follows:

31.420 Monument Signs.

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(16) The area of a monument sign is the actual area of the sign face. If a monument sign is three-dimensional, the sign area is the area of the object projected on a flat surface. The horizontal base, the vertical pillars, brackets, and other supports are not included in the area calculation.

Measuring the area of a ground monument sign



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Section 4. Section 31.440 is amended to include the following:

31.440 Pylon Signs.

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(16) The bottom of the pylon sign face shall not be less than 8 feet from the ground surface.

Section 5. Section 31.600 is amended to read as follows:

31.600 Sign Districts.

...

SD-01 I-43 Technology and Enterprise Campus Industrial Parks;

...

Section 6. Section 31.620 is amended to include the following:

31.620 Permissible Signage by Use.

...

(9) Campus Sign Plan. Parcels in the SD-01, SD-02, SD-07, or SD-08 Districts that are over 5 acres in size and are developed with building area that exceeds 100,000 square feet, may have signage needs above those outlined in Appendix A. In those instances, the owner may apply for a Campus Sign Plan (Plan) to allow the review by the Building Inspector, Community Development Director and Public Infrastructure Director of the overall sign package for the property which may exceed the standards of the base district. The intent of the Plan is to allow a wholistic review of all signage on the site to ensure it is consistent and appropriate with the intent of the ordinance. Said Plan must comply with the standards found within the applicable sign district with the following exceptions unless otherwise deemed appropriate by the review committee:

(a) Maximum Number: No limit if within the total allowed Maximum Area allotment

(b) Maximum Area: 200% of the base district allotment

Section 7. Section 31.900 is amended to read as follows:

31.900 Rules for Amending the Sign Districts Map.

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SD-01 I-43 Technology and Enterprise Campus Industrial Parks

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Section 8. Appendix A is amended to read as follows:

Appendix A Permissible Sign by Location

SD-01 I-43 Technology and Enterprise Campus Industrial Parks

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SD-02 Calumet Avenue Corridor

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Monument Sign (MMC 31.420)

Maximum number: 1 for each street frontage exceeding 100 feet; at the owner's discretion a monument sign or a pylon sign is allowed (i.e., one or the other, but not both)

Maximum area: 50 square feet, if 4 or more tenant spaces exist on the parcel an additional 25 square feet is permitted

Maximum height: 12 feet, if 4 or more tenant spaces exist on the parcel an additional 6 feet is permitted

Illumination: Internal, gooseneck fixtures, ground-mounted if sign is 8 feet or less in height

Display type: Static; up to 50 percent of sign area can be an electronic message display (EMD) per MMC 31.230-; the area of an EMD used exclusively for fuel prices, time, and temperature is not counted towards the allowable EMD area, but is counted as part of the overall sign area.

Permit requirements: A sign permit issued by the Building Inspector is required.

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SD-08 General Industrial

Awning Sign (MMC 31.400)

Maximum area: 8 inches in height and 35 percent of length of the valance

Illumination: None

Display type: Static

Permit requirements: A sign permit issued by the Building Inspector is required.

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Window Sign (MMC 31.480)

Maximum number: No limitation except by area

Maximum area: 25 percent of glass area on the ground floor

Illumination: None

Display type: Static

Permit requirements: A sign permit issued by the Building Inspector is not required.

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Signage Not Permitted

- ~~Awning Sign~~
- Marquee Sign
- Projecting Sign
- Sidewalk Sign
- Suspended Sign
- ~~Window Sign~~

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SD-15 River Point PUD

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Additional Requirements

- Architectural and design creativity are encouraged in sign design. The Community Development Department may make exceptions to the sign guidelines if the intent and character of the River Point PUD are maintained and a master sign document has been submitted, reviewed and approved by the Department. See River Point Design Guidelines for additional design recommendations.

- Pylon Properties abutting the Manitowoc River bike and pedestrian trail: Property lines abutting the bike and pedestrian trail can be treated similarly to a street frontage as detailed in the Sign Ordinance. Awning, projecting, wall and window signage along the river lot frontages are allowed. The intent is to encourage appropriate signage for users of the trail and Manitowoc River promoting an active and vibrant corridor.

Section 9. The map that depicts the location of various sign districts, titled, “Sign Districts, City of Manitowoc,” is amended as shown on Attachment A, which is incorporated as if fully set forth herein. Changes include the renaming of District “SD-01 I-43 Technology and Enterprise Campus” to “SD-01 Industrial Parks”, moving the City owned property at Hecker/Viebahn from the SD-08 to the SD-01 district, adding the Fager and Phelps Annexations to the SD-10 District, and adding the MPU Annexation to the SD-01 District and the Interstate 43 Buffer.

Section 10. This ordinance shall take effect the day after publication.

INTRODUCED _____ ADOPTED _____

Justin M. Nickels, Mayor

Fiscal Impact:
Funding Source:
Finance Director Approval:
Approved as to form:

This ordinance was drafted by Adam Tegen, Community Development Director

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DRAFT

Attachment A

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Sign Districts, City of Manitowoc



Legend

Sign District

- SD-01: Industrial Parks
- SD-02: Calumet Avenue Corridor
- SD-03: Washington Street Corridor
- SD-04: Downtown Core
- SD-05: Memorial Drive Corridor
- SD-06: Neighborhood Commercial
- SD-07: Institutional
- SD-08: General Industrial
- SD-09: Multi-Family Residential
- SD-10: General Residential
- SD-11: Public Park & Open Space
- SD-12: Harbor Town Center PUD
- SD-13: Meijer PUD
- SD-14: Cinema Square PUD
- SD-15: River Point PUD
- Downtown Design Reivew Area
- Interstate 43 Buffer



Prepared by City of Manitowoc
Community Development Department
www.manitowoc.org
Map Created: Date: 8/2/2022

DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This information is not intended for legal, survey, or other related uses. Please obtain the original recorded documents for legal or survey information.

