

## 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.** Appendix A is amended as follows:

### **SD-02 Calumet Avenue Corridor**

#### **Monument Sign (MMC [31.420](#))**

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<b>Maximum number:</b>	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)
<b>Maximum area:</b>	50 square feet, <u>if 4 or more tenant spaces exist on the parcel an additional 25 square feet is permitted</u>
<b>Maximum height:</b>	12 feet, <u>if 4 or more tenant spaces exist on the parcel an additional 6 feet is permitted</u>
<b>Illumination:</b>	Internal, gooseneck fixtures, ground-mounted if sign is 8 feet or less in height
<b>Display type:</b>	Static; up to 50 percent of sign area can be an electronic message display (EMD) per MMC <a href="#">31.230</a> .
<b>Permit requirements:</b>	A sign permit issued by the Building Inspector is required.

### **SD-03 Washington Street Corridor**

#### **Monument Sign (MMC [31.420](#))**

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<b>Maximum number:</b>	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)
<b>Maximum area:</b>	32 square feet, <u>if 4 or more tenant spaces exist on the parcel an additional 16 square feet is permitted</u>
<b>Maximum height:</b>	6 feet, <u>if 4 or more tenant spaces exist on the parcel an additional 3 feet is permitted</u>
<b>Illumination:</b>	Internal, gooseneck fixtures, ground-mounted
<b>Display type:</b>	Static; up to 50 percent of sign area can be an electronic message display (EMD) per MMC <a href="#">31.230</a> ; 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.
<b>Permit requirements:</b>	If located inside of the Downtown Design Overlay District, the sign is subject to the review procedure described in MMC <a href="#">15.790</a> (1). A sign permit issued by the Building Inspector is required.

### **SD-04 Downtown Core**

#### **Monument Sign (MMC [31.420](#))**

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<b>Maximum number:</b>	1 for each street frontage exceeding 100 feet
<b>Maximum area:</b>	32 square feet, <u>if 4 or more tenant spaces exist on the parcel an additional 16 square feet is permitted</u>
<b>Maximum height:</b>	6 feet, <u>if 4 or more tenant spaces exist on the parcel an additional 3 feet is permitted</u>
<b>Illumination:</b>	Internal, gooseneck fixtures, ground-mounted
<b>Display type:</b>	Static; up to 50 percent of sign area can be an electronic message display (EMD) per MMC <a href="#">31.230</a> ; 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.
<b>Permit requirements:</b>	If located inside of the Downtown Design Overlay District, the sign is subject to the review procedure described in MMC <a href="#">15.790</a> (1). A sign permit issued by the Building Inspector is required.

### **SD-05 Memorial Drive Corridor**

#### **Monument Sign (MMC [31.420](#))**

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<b>Maximum number:</b>	1 for each street frontage exceeding 100 feet
<b>Maximum area:</b>	50 square feet, <u>if 4 or more tenant spaces exist on the parcel an additional 25 square feet is permitted</u>
<b>Maximum height:</b>	12 feet, <u>if 4 or more tenant spaces exist on the parcel an additional 6 feet is permitted</u>
<b>Illumination:</b>	Internal, gooseneck fixtures, ground-mounted if sign is 8 feet or less in height
<b>Display type:</b>	Static; up to 50 percent of sign area can be an electronic message display (EMD) per MMC <a href="#">31.230</a> ; 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.

**SD-06 Neighborhood Commercial**

**Monument Sign** (MMC [31.420](#))

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**Maximum number:** 1 for each street frontage exceeding 100 feet

**Maximum area:** 32 square feet, if 4 or more tenant spaces exist on the parcel an additional 16 square feet is permitted

**Maximum height:** 6 feet, if 4 or more tenant spaces exist on the parcel an additional 3 feet is permitted

**Illumination:** Internal, gooseneck fixtures, ground-mounted

**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:** If located inside of the Downtown Design Overlay District, the sign is subject to the review procedure described in MMC [15.790](#)(1). A sign permit issued by the Building Inspector is required.

**Section 2.** This ordinance shall take effect the day after publication.

INTRODUCED \_\_\_\_\_ ADOPTED \_\_\_\_\_

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Justin M. Nickels, Mayor

**Fiscal:** Minimal, publication costs will be incurred of revised ordinance. Enforcement contemplated within current job responsibilities of which position costs are factored in to existing. Permit revenue and citation revenue indeterminate at the time but not being modified.

**Funding Source:** 2021 approved budget publication line item. Respective department's budgeted Salaries for expense, revenue for permits/citation.

**Finance Director Approval:** /SMA  
**Approved as to form:** /kmm

This ordinance was drafted by Adam Tegen, Community Development Director

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