

Jim
10-17-16

16-0989

ORDINANCE

An Ordinance to amend Section 15.450(18) of the Manitowoc Municipal Code regulating Animated Signs.

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

Section 1. Section 15.450(18)(g) is amended to read as follows:

15.450 Sign Ordinance.

(18) Animated Signs.

(g) Locational Regulations.

1. ~~Animated signs shall not be permitted in "P-1," "R-1," "R-2," "R-3" and "R-4" Zoning Districts, except for properties meeting the requirements of subsection (18)(c)(11) of this section; and properties eligible for adaptive re-use conditional use permits pursuant to MMC 15.370(29). Where permitted by this subsection, animated signs shall only be approved with the issuance of a special permit by the Plan Commission. If the City Plan Commission approves a special permit for an animated sign hereunder, the Commission reserves the right to reduce or waive sign height, sign size, the size of the animated portion of the sign, and setback requirements based upon its evaluation of the proposed location and characteristics of the sign. The following criteria shall be considered at a minimum:~~

A. The necessity of a greater size or height or a lesser setback based on the physical features of the property that affect visibility of the sign from the adjacent streets.

B. The impact of the variation on the surrounding area in terms of surrounding land uses, building scale, and aesthetic quality.

C. Any potential negative impacts on pedestrian and traffic safety potentially caused by distractions, hazards or obstructions.

~~2. Animated signs shall not be permitted in "P-1," "R-1," "R-2," "R-3" and "R-4" Zoning Districts, except for properties meeting the requirements of subsection (18)(c)(11) of this section; and properties eligible for adaptive re-use conditional use permits pursuant to MMC 15.370(29).~~

~~3. Animated signs shall be permitted in the "R-5," "R-6," "B-1" and "B-2" Zoning Districts, subject to compliance with the following conditions:~~

~~A. A sight distance of at least 150 feet between any existing single- and two-family residential land uses as measured from the edge of the proposed animated sign to the lot line of such a residential land use; and~~

~~B. The animated portion of an animated sign shall not exceed 30 percent of any sign permitted for the same zoning district pursuant to subsection (14) of this section.~~

~~4. Animated signs shall be permitted in the "B-3" Zoning District, subject to compliance with the following conditions:~~

~~A. A sight distance of at least 100 feet between any existing single- and two-family residential land uses as measured from the edge of the proposed animated sign to the lot line of such a residential land use; and~~

B. The animated portion of an animated sign shall not exceed 30 percent of any sign permitted for the same zoning district pursuant to subsection (14) of this section.

45. Animated ground signs shall be permitted in the "R-7" and "B-4" Zoning Districts, and the 8th Street Historic District, subject to compliance with the following conditions:

A. Located in a public park or landscaped area which is not less than five times the area of the sign structure as measured from its four corners; and

B. The animated portion of an animated sign shall not exceed 30 percent of any sign permitted for the same zoning district pursuant to subsection (14) of this section.

56. Animated signs shall be permitted in the "C-1," "I-1" and "I-2" Zoning Districts, subject to compliance with the following conditions:

A. A sight distance of at least 100 feet between any existing single- and two-family residential land uses as measured from the edge of the proposed animated sign to the lot line of such a residential land use; and

B. The animated portion of an animated sign shall not exceed 30 percent of any sign permitted for the same zoning district pursuant to subsection (14) of this section.

67. Animated signs located in the 8th Street Historic District shall be permitted to be a marquee sign if such design was part of the original design or structure of any property in said Historic District.

78. In zoning districts where minimum spacing and separation distances from existing residential land uses apply, a permitted animated sign display shall be oriented so that no portion of the sign face is visible from the existing residential structures utilized in the spacing/separation measurement.

89. Minimum spacing and separation requirements shall be maintained and required unless a reduction in the spacing and separation distance is specified by the City Plan Commission under a special permit.

910. An animated sign shall not be located within 100 feet from an existing intersection, or a future intersection as identified on the City's Official Map pursuant to Wis. Stat. § 62.23(6), as measured from any portion of the sign or sign structure to the closest traffic control or warning light as required under subsection (8)(f) of this section. However, the City Plan Commission reserves the right to reduce or waive the 100-foot separation requirements hereunder based upon its evaluation of the proposed location of the sign, and a determination that the proposed sign will not promote visual clutter, will not have an adverse effect on nearby property, and will not create a safety hazard.

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

Introduced _____

Adopted _____

Approved _____

Justin M. Nickels, Mayor

Fiscal Impact: \$0
Funding Source: N/A
Finance Director Approval: N/A
Approved as to form:

Drafted by Nicolas Sparacio, Community Development Director

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