Report to the Manitowoc Plan Commission

Meeting Date: June 26th, 2019

Report Print Date: June 24, 2019; 1:34 PM

Request: PC 29 - 2019: Annual Review of Animated Signs pursuant to 15.450(18)(e)(7).

Reason for Request: Compliance with Section 15.450(18)(e)(7)

Report: Pursuant to Section 15.370(19)b of the Municipal Code, the Plan Commission shall review the city's approved animated signs. Through the review process it has been determined that the animated signs throughout the city have some minor discrepancies against the code. The most frequent concerns regard a lack of landscaping around the sign or excessive flashing/scrolling.

As a result of the violations, a courtesy reminder (see attached letter) of the most common violations was sent to the owners (see attached spreadsheet) of each of the animated signs.

The Community Development Department received two calls regarding the courtesy reminder. Also, staff has not received any complaints or issues regarding animated signs. In summary, most signs were in conformance with the code.

Recommendation: Recommend approval of the 2019 annual animated sign review report and instruct staff to revisit the code violators to verify conformity with the code. For future annual reviews, recommend staff perform the annual review and if any issues occur, Plan Commission can review extension of permit.



CITY OF MANITOWOC WISCONSIN, USA

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June 3, 2019

ТО:	Animated Sign Special Permit Holder
FROM:	Paul Braun – City Planner Rick Schwarz – Building Inspector
RE:	Animated Sign Requirements & Plan Commission Annual Review

This is a courtesy letter to all Animated Sign Special Permit holders to make you aware that in the next two weeks the City of Manitowoc Plan Commission will be reviewing all animated signs in the City to insure that they are in compliance with Municipal Code Section 15.450(18) Animated Signs.

Below are some of the most common regulations related to animated signs.

- Animated signs shall only be permitted to communicate information pertaining to businesses and activities located on the same lot of record as the animated sign, and messages pursuant to subsections (18)(c)(11)(A) through (C) of this section.
- For an animated sign, individual letters or messages must hold or be illuminated for a minimum of one and one-half seconds, otherwise it is a flashing sign; flashing signs are not permitted pursuant to (18)i(13).
- Animated signs shall not be "Flashing signs." Flashing signs are defined as "a sign, the illumination of which is kept constant in intensity for less than one and one-half seconds when in use, and which exhibits sudden or marked changes in lighting effects. Electronic message centers and time and temperature signs that are operated in accordance with all applicable regulations shall not be considered flashing signs".
- Animated signs located on private property shall not display messages for the purpose of directing, controlling or assisting the movement of vehicular traffic on a public right-of-way

- The color and illumination of an animated sign may not interfere or conflict with the effectiveness of, or obscure, any official traffic sign, device or signal.
- All animated signs shall be equipped to automatically adjust the brightness of the sign. Undue brightness is prohibited, and is defined herein as illumination of an animated sign in excess of the following intensity levels:

A. Daylight hours: 5,000 NITS or equivalent candelas per square meter or footcandles.

B. Dusk to dawn (time of day between sunrise and sunset): 500 NITS or equivalent candelas per square meter or footcandles.

- Animated signs shall not " ... by their position, working, brightness, illumination, size, shape or color, obstruct, conflict, impair or interfere with traffic signal lights or other traffic control or emergency vehicle lights;"
- Animated Signs shall not cause "a nuisance and/or cause glare onto traffic or adjacent property;"

The entire Chapter 15.450 Sign Ordinance can be viewed at the following website: <u>https://www.codepublishing.com/WI/Manitowoc/</u>. If you have any comments or questions feel free to contact Paul Braun or Rick Schwarz.

Thank you for your cooperation.

Paul Braun – City Planner pbraun@manitowoc.org 920-686-6930 Rick Schwarz – Building Inspector rschwarz@manitowoc.org 920-686-6940

#	Facility	Address	City	Parcel	Plan Commission	Approved / Denied	Sign Permit Issued
3	David's House of Travel	1029 S 26th St	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
4	DQ Mobil	808 Memorial Drive	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
5	Phipps Company LLC	3420 Dewey St	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
7	HFMMC	2300 Western Avenue	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
8	Immanuel Ev. Lutheran Church	916 Pine St.	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
9	Job Center	3733 Dewey St	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
10	Linebacker Lutheran High School	527 N 10th St	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
11	Maritime Ford	4045 Lancer Circle 1310 Franklin St	Manitowoc, Wi 54220 Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007 Grandfathered prior to 8-31-2007		
12	McDonalds	3512 Calumet Aveune	Manitowoc, Wi 54220 Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
15	Redeemer Lutheran Church	1712 Menasha Avenue	Manitowoc, Wi 54220 Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
16	Saucy's	1915 Washington St	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
17	Schaus & Sons Inc.	2901 Calumet Avenue	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
18	Shipbuilders Credit Union	2001 Washington St	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
20	United One	1117 S 10th St	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
21	United One	2401 Menasah Avenue	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
22	United Way	1704 Memorial Drive	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
23	Walgreens	2702 Calumet Avenue	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
24	YMCA	205 Maritime Drive	Manitowoc, Wi 54220		Grandfathered prior to 8-31-2007		
25	Shipbuilders Credit Union	200 No. Rapids Rd	Manitowoc, Wi 54220		PC 31-2007		BBSE 926 - 10/16/07
26	Rapids Leasing & Real Estate LLC - Hetz	304 No. Rapids Rd	Manitowoc, Wi 54220		PC 32-2007	Approved	BBSE 927 - 10/16/07
27	Superior Discount Liquor	4355 Calumet Avenue	Manitowoc, Wi 54220		PC 36-2007		BBSE 941 - 11/15/07
28	Lakeshore Aviation	1815 Freedom Way	Manitowoc, Wi 54220		PC 06-2008		BBSE 963 - 4/1/08
29	Rummele's	4101 Calumet Avenue	Manitowoc, Wi 54220		PC 11-2008		BBSE 964 - 4/1/08
31	Kwik Trip	2102 Washington St	Manitowoc, Wi 54220		PC 19-2008	Denied	DENIED
32	Kwik Trip	2315 Menasha Avenue	Manitowoc, Wi 54220		PC 20-2008		BBSE 975 - 5/8/08
33	Manitowoc Shell Station	1701 So. 41st Street	Manitowoc, Wi 54220		PC 26-2008		BBSE 977 - 5/20/08
34 35	Quick Lube - Calumet Quick Lube - No. 10th	2718 Calumet Avenue 204 No. 10th Street	Manitowoc, Wi 54220 Manitowoc, Wi 54220		PC 25-2008 PC 28-2008	Approved Approved	BBSE 978 - 5/27/08 BBSE 979 - 5/27/08
35	Kwik Trip	2103 So. 42nd Street	Manitowoc, Wi 54220 Manitowoc, Wi 54220		PC 20-2006 PC 41-2008		BBSE 1018 - 12/23/08
38	Capitol Civic Centre	913 So. 8th Street	Manitowoc, Wi 54220 Manitowoc, Wi 54220		PC 46-2008	Approved	BBSE 1018 - 12/23/08 BBSE 1005 - 10/28/08
40	Coldwell Banker	2406 Washington Street	Manitowoc, Wi 54220 Manitowoc, Wi 54220		PC 48-2008		BBSE 1005 - 10/20/08 BBSE 1015 - 12/16/08
43	Popp's Harbor Town Exxon	4611 Dewey Street	Manitowoc, Wi 54220 Manitowoc, Wi 54220		PC 57-2008		BBSE 1016 - 12/17/08
44	Kwik Trip	401 No. 8th Street	Manitowoc, Wi 54220		PC 16-2009		BBSE 1036 - 5/14/09
45	Kwik Trip	2819 Meadow Lane	Manitowoc, Wi 54220		PC 17-2009		BBSE 1037 - 5/14/09
46	Kwik Trip	1137 So. 10th Street	Manitowoc, Wi 54220		PC 18-2009		BBSE 1038 - 5/14/09
48	Lords N' Ladies	1440 So. 39th Street	Manitowoc, Wi 54220	730032252	PC 35-2009		BBSE 1050 - 7/23/09
49	Culver's	4201 Calumet Avenue	Manitowoc, Wi 54220		PC 37-2009	Approved	BBSE 1054 - 8/17/09
50	Popp's Riverwalk Citgo	50 Maritime Drive	Manitowoc, Wi 54220	000176120		Approved	BBSN 1082 - 1/15/2010
52	Rob's Market	2330 Menasha Avenue	Manitowoc, Wi 54220		PC 09-2010		SIGNANIMATED 000214 - 3/11/2010
53	Knox Silver Valley Supper Club	1222 S Alverno Rd	Manitowoc, Wi 54220		Existing Sign Relocated	N/A	SIGNANIMATED 000517 - 3/30/2010
54	A.C.E. Home & Garden	2950 Menasha Ave	Manitowoc, Wi 54220		PC 34-2010	Approved	SIGNANIMATED 001517 - 7/26/2010
55	First Presbyterian Church	502 N 8th Street	Manitowoc, Wi 54220		PC 33-2010	Approved	SIGNANIMATED 001774 - 8/23/2010
56 57	Manitowoc Heating Boelter's Jewelers	211 N 10th Street	Manitowoc, Wi 54220		PC 18-2011 PC 25-2011	Approved	SIGNANIMATED 003882 - 4/14/2011 SIGNANIMATED 004204 - 5/23/2011
57	Boeiter's Jeweiers Bill's Auto	2101 Washington Street 3836 Calumet Avenue	Manitowoc, Wi 54220 Manitowoc, Wi 54220		PC 22-2011 Ground Sign	Approved Approved	SIGNANIMATED 004204 - 5/23/2011 SIGNANIMATED 004752 - 7/22/2011
58	Coldwell Banker	2406 Washington Street	Manitowoc, Wi 54220 Manitowoc, Wi 54220			Approved	SIGNANIMATED 004752 - 7/22/2011 SIGNANIMATED 005111 - 8/26/2011
62	Balance on Buffalo	924 Buffalo Street	Manitowoc, Wi 54220 Manitowoc, Wi 54220	000255200		Approved	SIGNANIMATED 005111 - 8/26/2011 SIGNANIMATED 006329 - 2/6/2012
63	Dennis Gutman	3624 Calumet Ave	Manitowoc, Wi 54220 Manitowoc, Wi 54220	382012421	PC 3-2012		SIGNANIMATED 006952 - 5/10/2012
67	Mills Fleet Farm	1235 S Rapids Rd	Manitowoc, Wi 54220 Manitowoc, Wi 54220		PC 17-2013	Approved	SIGNANIMATED 0100332 - 3/10/2013
68	Memorial Drive Vet Clinic	1415 Memorial Dr	Manitowoc, Wi 54220		PC 27-2013	Approved	SIGNANIMATED 014524 - 10/30/2013
69	Visitor Information Center	4221 Calumet Ave	Manitowoc, Wi 54220	835401020		Approved	SIGNANIMATED 015744 - 3/19/2014
71	Silver Lake College	2406 S Alverno Rd	Manitowoc, Wi 54220		PC 28-2013	Approved	SIGNANIMATED 015980 - 4/11/2014
72	Cenex	311 N Rapids Rd	Manitowoc, Wi 54220		PC 24-2015	Approved	SIGNANIMATED 020645 - 8/19/2015
75	Manitowoc Senior Center	3330 Custer Street	Manitowoc, Wi 54220	220000020		Approved	SIGNANIMATED 024540 - 1/26/2017
76	Kwik Trip	2102 Washington St	Manitowoc, Wi 54220		PC 10-2017	Approved	SIGNANIMATED 025956 - 7/18/2017
77	Sonnenburg Builders	2125 N Rapids Rd	Manitowoc, Wi 54220	814102260		Approved	BLD-2018-00009 - 1/2/2018
78	Grace Lutheran Church	2426 N Rapids Rd	Manitowoc, Wi 54220		PC 27-2018	Approved	BLD-2018-01265 - 6/26/2018
79	Cyberworks	735 N 11th St	Manitowoc, Wi 54220		PC 31-2018	Approved	BLD-2018-02479 - 11/21/2018
80	Family Dental	3712 Kadow St	Manitowoc, Wi 54220	382014010		Approved	BLD-2019-00125 - 1/21/2019
81	Lakeshore United	411 Reed Ave	Manitowoc, Wi 54220	817304030	PC 11-2019	Approved	BLD-2019-00236 - 2/6/2019