

**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
www.manitowoc.org



June 3, 2019

TO: 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: <https://www.codepublishing.com/WI/Manitowoc/>. If you have any comments or questions feel free to contact Paul Braun or Rick Schwarz.

Thank you for your cooperation.

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