

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 31.400 is amended to read as follows:

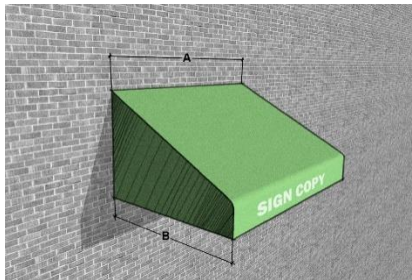
“31.400 Awning Signs.

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(6) The sign shall only be placed on the valance (i.e., the vertical flap of the canopy) that is parallel to the face of the building. An awning sign containing lettering requires an awning sign permit.

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(9) The area of an awning is determined by multiplying the length “A” by the height projection “B” of the awning.



Section 2. Section 31.500 is amended to read as follows:

“31.500 Temporary and Special Event Signs.

(1) Temporary signs shall be allowed in excess of the sign area limitations for all permanent signs, in compliance with the following:

~~(a) Signs shall be allowed in residential districts and as allowed pursuant to the sign districts map, MMC 31.820.~~

~~(b)~~ (a) Temporary signs shall comply with the setback provisions of MMC 31.440(7), (8) and (13) ~~for pylon signs.~~ No sign shall be placed within the public-right-way nor so close to a pedestrian way as to hinder or endanger safe passage.

~~(c)~~ (b) Temporary ~~signs~~ shall be limited to 24 square feet in total area per property. ~~the same maximum area requirements listed in the Supplemental Signage and Temporary and Special Event Signs section of Appendix A based on the sign district the parcel is located within.~~

~~(d)~~ (c) Temporary signs are allowed in all sign districts. Signs located outside residential districts shall require a permit from the Building Inspector or approval from the Special Events Committee as part of an application for a special event.

~~(e)~~ (d) Temporary signs located inside of the Downtown Design Overlay District are subject to the review procedure described in MMC 15.790(1) and should be made of durable material that is not prone to UV, wind or water damage.

~~(f)~~ (e) Temporary signs must be properly maintained pursuant to MMC 31.210, and are presumptively in disrepair after 90 days.

(2) In addition to the limitations for temporary signs, special event signs shall comply with the following limitations:

(a) Special event signs shall be removed no later than 10 days after ~~the~~ its subject event ~~special event~~ has ended.

Section 3. Section 31.630 is amended to read as follows:

“31.630 Supplemental Signage.

In addition to the signage allowed in the other sections, an owner is allowed additional **permanent** signage as specified in Appendix A that can be used for a wall sign and/or a freestanding sign. ~~Such signage may be used for commercial speech and noncommercial speech, including political messages and for indicating the property is for sale, rent, or lease.”~~

Section 4. Section 31.800 is amended to read as follows:

“31.800 Permits Required.

It shall be unlawful for any person to alter, erect, construct, relocate, enlarge, change copy, or structurally modify any sign in the City, or cause the same to be done without first obtaining a sign permit for each sign as required by this chapter. Permits are not required for cleaning and other normal maintenance or repair of the sign or sign structure ~~or to change the copy for the same business.”~~

Section 5. Section 31.890 is amended to read as follows:

“31.890 Amendments.

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~~(4) **Optional Public Hearing.** The Common Council at its discretion may hold a public hearing to gain public input. If a public hearing is held, a Class 2 notice must be provided consistent with the requirements set forth in Wis. Stat. §§ 985.01(1m) and 985.07.~~ **Plan Commission Recommendation.** At such time the Plan Commission makes a change to the zoning for a parcel, the sign district map will be amended to reflect the change and be approved by Common Council.

~~(4)~~ **(5) Optional Public Hearing.** The Common Council at its discretion may hold a public hearing to gain public input. If a public hearing is held, a Class 2 notice must be provided consistent with the requirements set forth in Wis. Stat. §§ 985.01(1m) and 985.07.

~~(5)~~ **(6) Decision.** The Common Council may (a) approve the proposed amendment with or without revision, (b) deny the proposed amendment, or (c) refer the proposed amendment to the Public Safety Committee for further review and consideration.

Section 6. Appendix A is amended to read as follows:

“Appendix A Permissible Signs by Location.

SD-01 Industrial Parks

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	40 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-02 Calumet Avenue Corridor

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	40 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-03 Washington Street Corridor

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	32 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-04 Downtown Core

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Marquee Sign (MMC 31.410)	
Maximum number:	1
Maximum area:	100 percent of marquee face, but not more than 200 square feet; at the owner's discretion a marquee sign or a wall sign is allowed if one is over 100 square feet (i.e., one or the other but not both if one is over 100 square feet).
Materials:	<u>The use of a marquee sign shall be limited to those with historic documentation and new construction. Material shall be dictated by historical evidence and architectural style but will generally consist of metal (aluminum, steel, bronze, copper)</u>
Placement:	<u>Marquees should be located over the primary entrance.</u>
Illumination:	None <u>Lighting for historic marquee signs shall be consistent with the original design. New marquees may have shielded static lighting.</u>

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Monument Sign (MMC 31.420)	
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

Materials:	The face area should be wood or metal. Secondary materials will be utilized only for sign copy and decorative elements and shall not comprise the majority of the sign. These may include semi-transparent materials such as acrylic or similar.
Illumination:	<p>Internal, gooseneck fixtures, ground mounted</p> <ul style="list-style-type: none"> • External shielded lighting such as goosenecks or a lightbar may be permitted. • Uplighting may be reviewed on a case by case basis. • Internally illuminated box signs may only be permitted if the following design standards are met: • Sign must be constructed of a minimum of two different materials. The primary material shall be opaque and may include metal, wood or similar historically appropriate material. Vinyl, acrylic or any plastic based material will not be permitted unless proof of a historical precedent tied to the property is provided.
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.

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Projecting Sign (MMC 31.430)	
Maximum number:	1 per business
Minimum separation:	15 feet
Maximum area:	8 <u>16</u> square feet; the total of a projecting sign and wall sign shall not exceed the sign area specified for the wall sign.
Material:	<ul style="list-style-type: none"> • Permanent materials shall be used and may include metal, wood, glass or similar historically appropriate material. Plastic based materials may be used unless the sign is internally illuminated (see lighting) • Projecting signs should be mounted using decorative metal brackets.
Location:	<ul style="list-style-type: none"> • Projecting signs may be mounted on the primary, secondary or rear façade of a building where entrances are located. • Projecting signs should be located in an area and manner that does not obscure or damage historic material. • Projecting signs shall be a minimum of eight feet above the sidewalk and the top of the sign must not extend higher than the façade of the building on which it is attached. • Other locations may be accepted with historical evidence provided.
Illumination:	Gooseneck fixtures

	<ul style="list-style-type: none"> • <u>Shielded external (hidden/concealed) light source, directly illuminating sign including light bars and goosenecks are encouraged.</u> • <u>Internally illuminated box signs may only be permitted if the following design standards are met:</u> • <u>Sign must be constructed of a minimum of two different materials. The primary material shall be an opaque and may include metal, wood or similar historically appropriate material. Vinyl, acrylic or any plastic based material will not be permitted unless proof of a historical precedent tied to the property is provided. Secondary materials will be utilized only for sign copy and decorative elements and shall not comprise the majority of the sign. These may include semi-transparent materials such as acrylic or similar.</u>
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Sidewalk Sign (MMC 31.450)	
Maximum number:	1 for each street frontage with a primary customer entry door <u>per business</u>
Maximum area:	6 square feet
Maximum height:	3 feet
Maximum width:	2 feet
Material:	<u>Sidewalk signs should be made of a durable material and heavy frame to prevent UV, rain and wind damage.</u>

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Suspended Sign (MMC 31.460)	
Maximum number:	1 per primary customer entry door
Maximum area:	6 square feet
Material:	<u>Wood and metal are preferred, vinyl or other plastic-based material may be considered.</u>

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Wall Sign (MMC 31.470)	
Maximum number:	1 for each street frontage (per business)
Maximum area:	1 square foot per lineal foot of building facade facing public street, but not more than 200 square feet. Regardless of the lineal foot of building facade facing public street, property shall be entitled up to 75 square feet. At the owner's discretion a marquee sign or a wall sign is allowed if one is over 100 square feet (i.e., one or the other but not both if one is over 100 square feet).
Material:	<ul style="list-style-type: none"> • <u>Permanent materials shall be used and may include metal, wood, glass or similar historically appropriate material.</u>

<p>Placement:</p>	<ul style="list-style-type: none"> • <u>Vinyl, acrylic or any plastic based material will not be permitted unless proof of a historical precedent tied to the property is provided. Secondary materials will be utilized only for sign copy and decorative elements and shall not comprise the majority of the sign. These may include semi-transparent materials such as acrylic or similar.</u> • <u>Wall signs should be mounted in location and manner that does not damage or conceal historic materials and features.</u> • <u>All wall signs, where building architecture permits, should be located above the storefront display windows but below the sills of second floor windows. Where a distinct sign band area exists, wall signs shall be placed within it.</u>
<p>Sign type:</p>	<p>Channel letters, flat panel</p>
<p>Illumination:</p>	<p><u>Internal if channel letters, gooseneck fixtures if flat panel</u></p> <ul style="list-style-type: none"> • <u>Shielded external (hidden/concealed) light source, directly illuminating sign including light bars and goosenecks.</u> • <u>Backlit/Halo panel signs</u> • <u>Internally illuminated Channel Letters</u> • <u>Internally illuminated Box and Panel signs may be permitted only if the following design standards are met:</u> • <u>Sign must be constructed of a minimum of two different materials. The primary material shall be an opaque and may include metal, wood or similar historically appropriate material.</u> • <u>Individual Channel Letters may be internally illuminated, backlit or halo lit.</u>

<p>Window Sign (MMC 31.480)</p>	
<p>Maximum number:</p>	<p>No limitation except by area</p>
<p>Maximum area:</p> <p>Location:</p> <p>Material:</p>	<p>35 percent of glass area on the ground floor</p> <ul style="list-style-type: none"> • <u>Signs copy may be placed on the glass portion of both windows and entry doors. Signage should not cover window or door framing (mullions, muntins, etc).</u> • <u>Sign copy shall not be placed in such a way to create a hazard for pedestrians by obstructing ingress and egress locations.</u> • <u>Sign copy shall be made of durable material that is not prone to UV, wind or water damage.</u>

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<p>Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)</p>	
<p>Maximum area:</p>	<p>24 square feet</p>

Permit requirements:	<p>A sign permit issued by the Building Inspector is required only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.</p> <p>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. only if the signage will be permanently installed. or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.</p>
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SD-05 Memorial Drive Corridor

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	32 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-06 Neighborhood Commercial

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	24 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-07 Institutional

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	32 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-08 General Industrial

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	32 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-09 Multifamily Residential

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	16 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-10 General Residential

Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	16 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed.

SD-11 Public Park and Open Space

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	32 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-12 Harbor Town Center PUD

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	40 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be

	permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.
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SD-13 Meijer PUD

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	40 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-14 Cinema Square PUD

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	40 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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SD-15 River Point PUD

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Supplemental Signage (MMC 31.630) and Temporary and Special Event Signs (MMC 31.500)	
Maximum area:	24 square feet
Permit requirements:	A sign permit issued by the Building Inspector is required. only if the signage will be permanently installed or if the Building Inspector has not issued a permit for the subject property after April 15, 2021.

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Section 7. Appendix B is amended to read as follows:

“Appendix B Definitions.

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Banner means a temporary sign composed of cloth, canvas, plastic, fabric, or similar lightweight, non-rigid material that can be mounted to a structure with cord, rope, cable, or similar method or that may be supported by stakes in the ground.

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Historic Evidence: Consists of primary sources that clearly depict or describe a historic building, feature or sign. Such evidence may consist of photos, video, architectural/engineering plans or written descriptions dated within the period of significance for the building or district. In cases where there is no defined period of significance from the Wisconsin State Historical Society, the 8th Street Historic District period of significance (1857-1937) will be used.”

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Special event sign, for the purposes of this chapter, means a temporary sign that advertises or provides information regarding a specific event or private function any event, activity, or circumstance of an entity which is not part of its normal daily activities and which occurs uninterrupted for a continuous period of time, not to exceed 10 days.

Section 8. This ordinance shall take effect the day after publication.

INTRODUCED _____ ADOPTED _____

Justin M. Nickels, Mayor

Fiscal Impact: Anticipated no more than \$100 for ordinance publication and code update costs of which are appropriated in the 2024 adopted budget. No additional tax levy or 2024 budget amendments.
Funding Source: 1100-13100-532100
Finance Director Approval: /SMA
Approved as to form: /EGN

This ordinance was drafted by Eric G. Nycz, City Attorney