

PC
9-16-19

ORDINANCE

An Ordinance to amend Section 15.450 of the Manitowoc Municipal Code regulating Signs.

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

Section 1. Section 15.450(4) is amended to read as follows:

“(4) Definitions.

...

Multi-tenant sign means a sign which identifies and advertises businesses, entities, or tenants located within a multi-tenant building, complex, development, or subdivision

...”

Section 2. Section 15.450(17) is amended to read as follows:

“(17) ~~Downtown Signs.~~ Repealed: Multi-tenant Signs.

(a) Purpose. The City desires to reduce visual clutter by consolidating signage for businesses, entities, and/or tenants of a multi-tenant building, complex, development, or subdivision onto multi-tenant signs.

(b) Placement. Multi-tenant signs are allowed in B-2, B-3, B-4, C-1, I-1, & I-2 zones. Multi-tenant signs may be utilized whenever a commercial, office, and/or industrial development consists of several, separate businesses having appurtenant shared facilities, including but not limited to driveways, parking, common walls or structures, and pedestrian walkways. Multi-tenant signs may be ground pylon or ground monument signs. Businesses, entities, and/or tenants represented on a multi-tenant sign shall not also erect or display additional freestanding pylon or ground signs.

(c) Regulations. The area displayed on the Multi-tenant sign for each business, entity or tenant’s building or lot, shall count toward the total allowable signage for such business, entity or tenant’s property. Monument signs are preferred over ground or pylon signs. Multi-tenant signs shall have no exposed poles, and shall not be a monopole. Monument signs are encouraged as are architectural elements incorporated into the design.

The City Community Development Department shall review each Multi-tenant sign application on a case-by-case basis and shall consider the height, area, location and architectural design proposed. The applicant shall demonstrate a basis for the proposed sign height and area. The Community Development Department reserves the right of approval for the final design for Multi-tenant signs. Any conflicts or disputes may be brought to the City Plan Commission who is granted the final determination on any and all multi-tenant sign issues.

Multi-tenant signs shall demonstrate compliance with one or more of the following principles:

1. innovative use of materials and design techniques in response to unique characteristics of the specific site;
2. placement of sign to preserve or incorporate existing landscape features or vegetation;
3. integration of architectural features;
4. integration of pedestrian-oriented signage;
5. consistency with special planning or design studies;
6. preservation of historic signs based on the following criteria:
 - a. signs 40 years or older;
 - b. signs which are particularly unique in character, design, or history; or
 - c. signs that are part of the historic character of a building, business, or district.

(d) A Master Sign Agreement shall be required whenever a multi-tenant sign is displayed and shall be submitted with the plan application filed with the City. The Master Sign Agreement shall be recorded at the Manitowoc County Register of Deeds Office only after approval by the Community Development Department. The Master Sign Agreement shall include the following:

1. Map indicating the properties subject to the Master Sign Agreement and Multi-tenant sign as well as all existing signs within the development area.
2. Legal name and contact information for person responsible for signage plan and any subsequent amendments. Ownership information for each property identified in the Master Sign Agreement and Multi-tenant sign.
3. Colored drawing of the Multi-tenant sign showing all dimensions of the sign and the architectural elements. Graphic or written information explaining how signage will be coordinated including:
 - a. Size
 - b. Shape
 - c. Use of unifying colors and/or lettering
 - d. Illumination
 - e. Type of sign panel – i.e. translucent, partially translucent, channel letters, etc.
 - f. Allowable materials
 - g. Placement symmetry
4. Easement granting access and rights to all property owners and tenants who are placing their sign on the Multi-tenant sign. A Master Sign Easement shall be recorded at the Manitowoc County Register of Deeds Office prior to issuance of the Multi-tenant sign permit.
5. Landscaping design, which shall illustrate a landscaped area equal to at least two times the size of the Multi-tenant sign and located adjacent to the Multi-tenant sign. The Community Development Department reserves the right to relocate the landscaping if extenuating site constraints exist. The Multi-tenant sign landscaping requirement is in addition to landscaping requirements in section 15.690.”

Section 3. This ordinance shall take effect the day after publication.

INTRODUCED SEP 16 2019 ADOPTED _____

Justin M. Nickels, Mayor APPROVED _____

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

This resolution was drafted by Paul Braun, City Planner, and Elizabeth Majerus, Assistant City Attorney