

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 31.220 is amended to read as follows:

“31.220 General Standards for All Signs.

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- (15) A freestanding sign may be double-faced, provided the angle between the two sign faces does not exceed 30 degrees. If the angle between sign faces is greater than 30 degrees, both faces are considered single-sided and included in determining the area of the sign.”

Section 2. Chapter 31, Appendix A is amended to read as follows:

“Appendix A Permissible Signs by Location

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SD-02 Calumet Avenue Corridor

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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. <u>Regardless of the lineal foot of building facade facing public street, property shall be entitled up to or less than 50 square feet;</u> the <u>The</u> total of a projecting sign and wall sign shall not exceed the sign area specified for the wall sign.
Sign type:	Channel letters, flat panel, cabinet
Illumination:	Internal if channel letters or cabinet, gooseneck fixtures if flat panel
Display type:	Static
Permit requirements:	A sign permit issued by the Building Inspector is required.

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SD-03 Washington Street Corridor

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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. <u>Regardless of the lineal foot of building facade facing public street, property shall be entitled up to or less than 50 square feet;</u> the <u>The</u> total of a projecting sign and wall sign shall not exceed the sign area specified for the wall sign.
Sign type:	Channel letters, flat panel, cabinet
Illumination:	Internal if channel letters, gooseneck fixtures if flat panel
Display type:	Static
Permit requirements:	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.

SD-04 Downtown Core

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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 or less than 75 square feet.; at 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).
Sign type:	Channel letters, flat panel, cabinet
Illumination:	Internal if channel letters, gooseneck fixtures if flat panel
Display type:	Static
Permit requirements:	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.

Monument Sign (MMC [31.420](#))

Maximum number:	1 for each street frontage exceeding 100 feet
Maximum area:	32 square feet
Maximum height:	6 feet
Illumination:	Internal, gooseneck fixtures, ground-mounted
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.
Permit requirements:	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.

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Signage Not Permitted

- ~~• Monument Sign~~
- Pylon Sign

SD-05 Memorial Drive Corridor

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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 or less than 50 square feet.; the The total of a projecting sign and wall sign shall not exceed the sign area specified for the wall sign.
Sign type:	Channel letters, flat panel, cabinet
Illumination:	Internal if channel letters, gooseneck fixtures if flat panel
Display type:	Static

Permit requirements: A sign permit issued by the Building Inspector is required.

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SD-06 Neighborhood Commercial

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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 100 square feet. Regardless of the lineal foot of building facade facing public street, property shall be entitled up to or less than 50 square feet; the The total of a projecting sign and wall sign shall not exceed the sign area specified for the wall sign.
Sign type:	Channel letters, flat panel, cabinet
Illumination:	Internal if channel letters, gooseneck fixtures if flat panel
Display type:	Static
Permit requirements:	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.

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SD-15 River Point PUD

Awning Sign (MMC [31.400](#))

Maximum area:	8 inches in height and 60 percent of length of the valance
Illumination:	None
Display type:	Static
Permit requirements:	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.

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).
Illumination:	None
Display type:	Static
Permit requirements:	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.

Projecting Sign (MMC [31.430](#))

Maximum number:	1 per business
Minimum separation:	15 feet
Maximum area:	8 square feet; the total of a projecting sign and wall sign shall not exceed the sign area specified for the wall sign.
Illumination:	Gooseneck fixtures
Display type:	Static
Permit requirements:	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.

Sidewalk Sign (MMC 31.450)

Maximum number:	1 for each street frontage with a primary customer entry door
Maximum area:	6 square feet
Maximum height:	3 feet
Maximum width:	2 feet
Illumination:	None
Display type:	Static
Permit requirements:	A sign permit issued by the Building Inspector is required.

Suspended Sign (MMC 31.460)

Maximum number:	1 per primary customer entry door
Maximum area:	6 square feet
Illumination:	None
Display type:	Static
Permit requirements:	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.

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).
Sign type:	Channel letters
Illumination:	Internal, gooseneck fixtures
Display type:	Static
Permit requirements:	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.

Window Sign (MMC 31.480)

Maximum number:	No limitation except by area
Maximum area:	35 percent of glass area on the ground floor
Display type:	Static
Permit requirements:	A sign permit issued by the Building Inspector is not required.

Supplemental Signage (MMC 31.630)

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.

Monument Sign (MMC 31.420)

Maximum number:	1 for each street frontage exceeding 100 feet
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Maximum area:	32 square feet
Maximum height:	6 feet
Illumination:	Internal, gooseneck fixtures, ground-mounted
Display type:	Static
Permit requirements:	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.

Signage Not Permitted

- Pylon Sign

Additional Requirements

• Architectural and Design creativity are encouraged in sign design. The Community Development Department may make exceptions to the sign guidelines if the intent and character of the River Point PUD is maintained and a Master Sign Document has been submitted, reviewed and approved by the department. See River Point Design Guidelines for additional design recommendations.

• Pylon Properties abutting the Manitowoc River bike and pedestrian trail: property lines abutting the bike and pedestrian trail can be treated similar to a street frontage as detailed in the Sign Ordinance. Awning, projecting, wall and window signage along the river lot frontages are allowed. The intent is to encourage appropriate signage for users of the trail and Manitowoc River promoting an active and vibrant corridor.”

Section 3. Chapter 31, Appendix B is amended to read as follows:

“Appendix B Definitions.

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Monument sign means a freestanding sign that is affixed to the ground with a decorative base below the sign face ~~and which may include vertical posts or pillars on one or both of the ends.~~

Section 4. The map that depicts the location of various sign districts, titled, “Sign Districts, City of Manitowoc,” is amended as shown on Attachment A, which is incorporated as if fully set forth herein. The newly created Amendment Area shall be designated as “SD-15, River Point PUD” and shall be incorporated into the City’s official copy.

Section 5. This ordinance shall take effect the day after publication.

INTRODUCED _____ ADOPTED _____

 Justin M. Nickels, Mayor

Fiscal Impact: minimal; required publication costs of ordinance update
Funding Source: 2021 budgeted line item for publication costs
Finance Director Approval: SMA
Approved as to form: KMM

This ordinance was drafted by Adam Tegen, Community Development Director, and Liz Majerus, Assistant City Attorney.