

Appendix B Definitions

Administrative appeal An action taken by an aggrieved party alleging the reviewing authority, acting in an administrative capacity, made an error in making a final decision or failed to act as required.

Awning A sloped, roof-like feature that projects beyond the face of an exterior wall. An awning is typically placed above a door or window to provide protection from the sun and precipitation. An awning can be constructed of various materials, including metal, fabric, or plastic. An awning may be non-retractable or retractable so as to fold up against the building when not in use. (Also see marquee)

Backlight letter A channel letter, with an open or translucent back, that is illuminated. Light is directed against a surface behind the letter, producing a halo effect.

Ballast An electrical device used in fluorescent lights to stabilize the flow of the electrical current.

Building code Those regulations adopted by the City of Manitowoc or the state of Wisconsin that regulate the construction, repair, alteration, and maintenance of buildings and related structures.

Building face That portion of a building, which is parallel or nearly parallel to an abutting street.

Building inspector The person so designated by the City of Manitowoc or his/her designee.

Cabinet sign A sign structure comprised of a frame and face or faces. Though a cabinet sign may include electrical components or support structure, the term only refers only to the frame and face.

Channel letter A three-dimensional letter that may include an internal light source.

Common Council The City of Manitowoc Common Council.

Copy See sign copy

Dynamic sign display See electronic message display

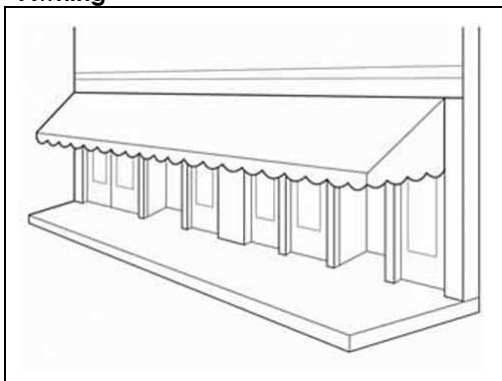
Electronic message center See electronic message display

Electronic message display (EMD) A sign message that can change by electronic means. (In contrast, see static display.)

Electronic reader board See electronic message display

Exterior lighting Lighting that is mounted some distance from the face of the sign. Depending on the location, exterior lighting may be limited to lighting mounted on the ground or from above. (In contrast see, ambient lighting and internal lighting)

Awning



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Backlit Letters



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Gooseneck fixture A light fixture characterized by a wall-mounted arm attached to a shade that directs light towards the building face or structure on which it is attached.

Halo lighted letter See backlighted letter

Footcandle A unit of illumination equal to that given by a source of one candela at a distance of one foot. One footcandle is equivalent to one lumen per square foot or 10.764 lux.

Inflatable sign A sign that is inflated with air or gas, and which may be stationary or have moving parts. The term includes "dancing man" inflatables.

Internal lighting Lighting located within the sign element. (In contrast see, ambient lighting and exterior lighting)

Marquee A flat, roof-like feature that projects beyond the face of an exterior wall. A marquee is typically placed above a door or window to provide protection from the sun and precipitation. (Also see awning)

Monument sign 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.

Mural A one-of-a-kind original artwork that is sited in a manner accessible to the public and/or public employees, utilizing appropriate media to ensure longevity, and which has been approved as public art by the City of Manitowoc Community Development Department as set forth in Chapter 15 of the Municipal Code.

Menu board A sign that allows a retailer to list products and prices and is associated with a drive-through window.

National Electrical Code (NEC) A code developed by the National Fire Protection Association (NFPA), and which may be adopted by cities and states to regulate electrical wiring and installations.

Nonconforming sign A sign that does not meet current code regulations but was permitted under a previous ordinance or regulation.

Owner Any person who, alone or jointly or severally with others:

1. Shall have legal title or equitable title to any premises upon which no structures have been erected or upon which non-dwelling structures are present or has legal or equitable title to any dwelling, dwelling unit, or rooming unit; or
2. Shall have charge, care or control of premises upon which no structures have been erected or upon which non-dwelling structures are present or has charge, care or control of any dwelling, dwelling unit, or rooming unit as executor, executrix, administrator, administratrix, trustee or guardian of the estate of the owner.

Person Any individual, firm, corporation, association, company, partnership, or organization of any kind.

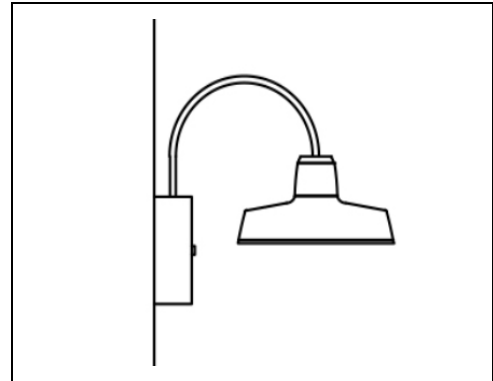
Pole sign See pylon sign

Pylon sign A sign mounted on one or two vertical poles.

Projecting sign A sign, other than a wall sign, that is attached to and projects more than 8 inches from a structure or building face.

Readerboard See electronic message display

Gooseneck Fixture



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Marquee



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Roof sign A sign erected upon, against, or above a roof.

Sandwich board sign See sidewalk sign

Sidewalk sign A freestanding, internally weighted portable sign frequently but not exclusively having the cross-sectional shape of an A.

Sign Any device, structure, fixture, painting, or visual image using words, graphics, symbols, numbers, or letters designed for the purpose of conveying information or attracting attention.

Sign copy The advertising message, announcement, or decoration on a sign surface, including lettering, logos, graphics, and the like.

Sign districts map The map adopted by the Common Council that shows the locations of various districts and other features used in the administration of the sign regulations as more fully set forth in § 31.820 of the municipal code. While there may be some similarity to the adopted zoning map, they are unrelated and serve different purposes.

Static display A sign message that does not change by electronic means. The term includes fuel prices on a free-standing sign. (In contrast see electronic message display)

Suspended sign A sign installed below and supported by a canopy or similar feature.

Transformer Electrical equipment that converts incoming voltage and current to a different outgoing voltage and current.

Under-canopy sign See suspended sign

Vehicle sign A sign mounted, painted, or otherwise placed on a trailer, truck, automobile, or other vehicle that is parked within a public right-of-way or on private property so as to be visible from the right-of-way. However, this does not include signs affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.

Vision clearance (area) Shall have the meaning set forth in § 15.390(7) of the Municipal Code.

Wall sign A sign that is permanently or temporarily affixed to the face of an exterior wall of a building and does not project more than 8 inches from the face of the wall.

Window sign A sign located inside of a building that is visible from outside the premises and is within 16 inches of an exterior window or door.

Zoning regulations All of the requirements set forth in Chapter 15 of the Municipal Code.