Plan Comm 2-17-2020

20-0191

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(2) is amended to read as follows:

15.450 Sign Ordinance.

...

(2) Purpose. The purpose of this section is to create the legal framework to regulate, administer, and enforce outdoor sign advertising and display within the City of Manitowoc. This section recognizes the need to protect the safety and welfare of the public and the need for well maintained and attractive sign displays within the community, and the need for adequate business identification, advertising, and communication.

...

The sign regulations set forth in this chapter regulate sign height, area, placement, animation, illumination and timing. The intent of these regulations is to provide a set of standards designed to optimize communication and quality of signs through emerging technologies, while protecting the public and the aesthetic character of the City. All signs developed within the City shall be required to meet the standards established in this chapter, except where otherwise specifically noted.

This section shall be applied and interpreted so as to eliminate any regulation or differential treatment based on content, except where required to protect public health and safety and where essential to provide directional or locational information. No provision of this section which purports to regulate or differentially treat signage based on content, except as provided in the foregoing sentence, shall be enforced.

Section 2. This ordinance shall take effect the day after publication.

INTRODUCED FEB 17 2020 ADOPTED _____

_____ APPROVED _____

Justin M. Nickels, Mayor

Fiscal Impact:	N/A
Funding Source:	N/A
Finance Director Approval:	/SC
Approved as to form:	/KMM

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