

Report to the Manitowoc Plan Commission

Meeting Date: August 28, 2019

Request: PC 32-2019 Amendment to Municipal Code Chapter 15.450 - Sign Ordinance. Creation of a Multi-tenant sign category.

Reason for Request: Changes to Chapter 15 - Zoning Ordinance may be initiated by an applicant, Council or Plan Commission Section 15.530(2). Staff is requesting Plan Commission to initiate a change to the Sign Ordinance 15.450.

Comprehensive Plan: A goal of the Comprehensive Plan is to decrease clutter and improve the aesthetics of the Community. Reducing signage and visual clutter is way to achieve this goal of the comprehensive plan.

Report: The Community Development, Building Inspection and the Attorney's offices worked together to draft a new Multi-tenant Sign category. The new sign category would allow a single ground or monument sign to display multiple businesses that may or may not be on the same property. A master sign agreement would be required to document which businesses or properties would have authorization to be on the multi-tenant sign.

Currently, the Sign Ordinance allows a multi-tenant sign for shopping centers (ie. Shopko, Cops, Hobby Lobby/Papa Murphy's) but if there is a development that will have multiple lots and potentially different property owners the issue of off-premise signs would occur. The Multi-tenant sign category would allow a business to place their sign on an off-premise multi-tenant sign per the master sign agreement. Businesses placing a sign on the multi-tenant sign would not be allowed a ground sign at their location. The goal of the multi-tenant sign is to have one ground sign being used by multiple businesses which would reduce the total amount of ground signs for development.

A multi-tenant sign "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."

Community Development staff would be authorized to review multi-tenant signs, on a case by case basis; if there are any conflicts or disputes between staff and the sign applicant the Plan Commission would be granted authority for the final determination for the design, size and height of the sign.

Multi-tenant signs would only be allowed in the B-2, B-3 B-4, C-1, I-1 and I-2 zoning districts.

The current sign (rendering attached) located at Panera Bread's would be the first sign that would be considered a Multi-tenant sign, two other businesses would be allowed on the Panera sign even though they are on separate lots of record. They would not be allowed to have their own ground sign because they are on the multi-tenant sign but they would be allowed to place signage on their own building in addition to the multi-tenant sign.

Recommendation: Approve the changes to Section 15.450 of the Municipal Code regarding the creation of a Multi-tenant sign category.

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 _____ ADOPTED _____

Justin M. Nickels, Mayor APPROVED _____

Fiscal Impact: \$???
Funding Source: ???
Finance Director Approval:
Approved as to form: EMM

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



555 W. University Dr. Okla. Park, WI 54153
 715.833.4444
 www.creativesign.com

CLIENT: ALLIANCE DEVELOPMENT
 LOCATION: MANTOWOC, WI
 DRAWN BY: AMANDA S
 SALESPERSON: KELLIL
 DATE: 4/26/17
 DESIGN #: D11423
 PAGE: 1

REVISION LOG:	INTL	DATE	DESCRIPTION
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PYLON SIGN

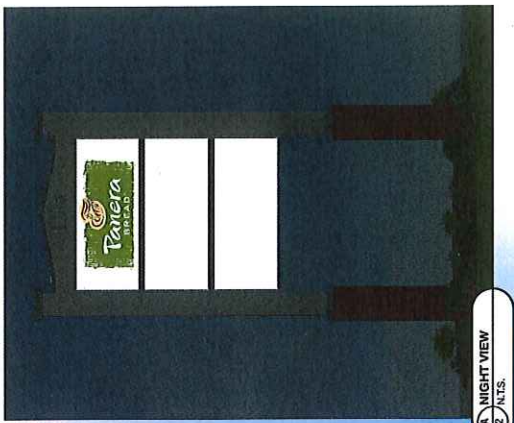
QUANTITY: 1
 SIDES: D/F
 LIGHTING: LED (WHITE)
 CABINET: FABRICATED ALUM (18'D)
 RETAINER: 2"
 FACES: LEXAN
 GRAPHICS: DIGITAL PRINT, 1ST & 2ND SURFACE
 VINYL: PREMIUM CLEAR WITH GLOSS LAM
 ADDRESS: .125" ALUM. FLUSH TO CABINET
 FONT: PALATINO BOLD
 TOPPERS: 2" & 4" ALUMINUM
 PILLARS: FABRICATED ALUMINUM
 BRICK: TEXTURE PLUS FAUX BRICK TO MATCH BUILDING (TBD)
 BRICK CAPS: ALUMINUM W/ STUCCO FINISH
 PHOTO EYE: TBD
 MOUNTING: DIRECT EMBEDMENT
 INSTRUCTION: PRODUCE & INSTALL PYLON SIGN.

- COLORS:**
- P-1 TBD (TO MATCH BUILDING)
 - P-2 TBD (TO MATCH BUILDING)
 - P-3 TBD (TO MATCH BUILDING)

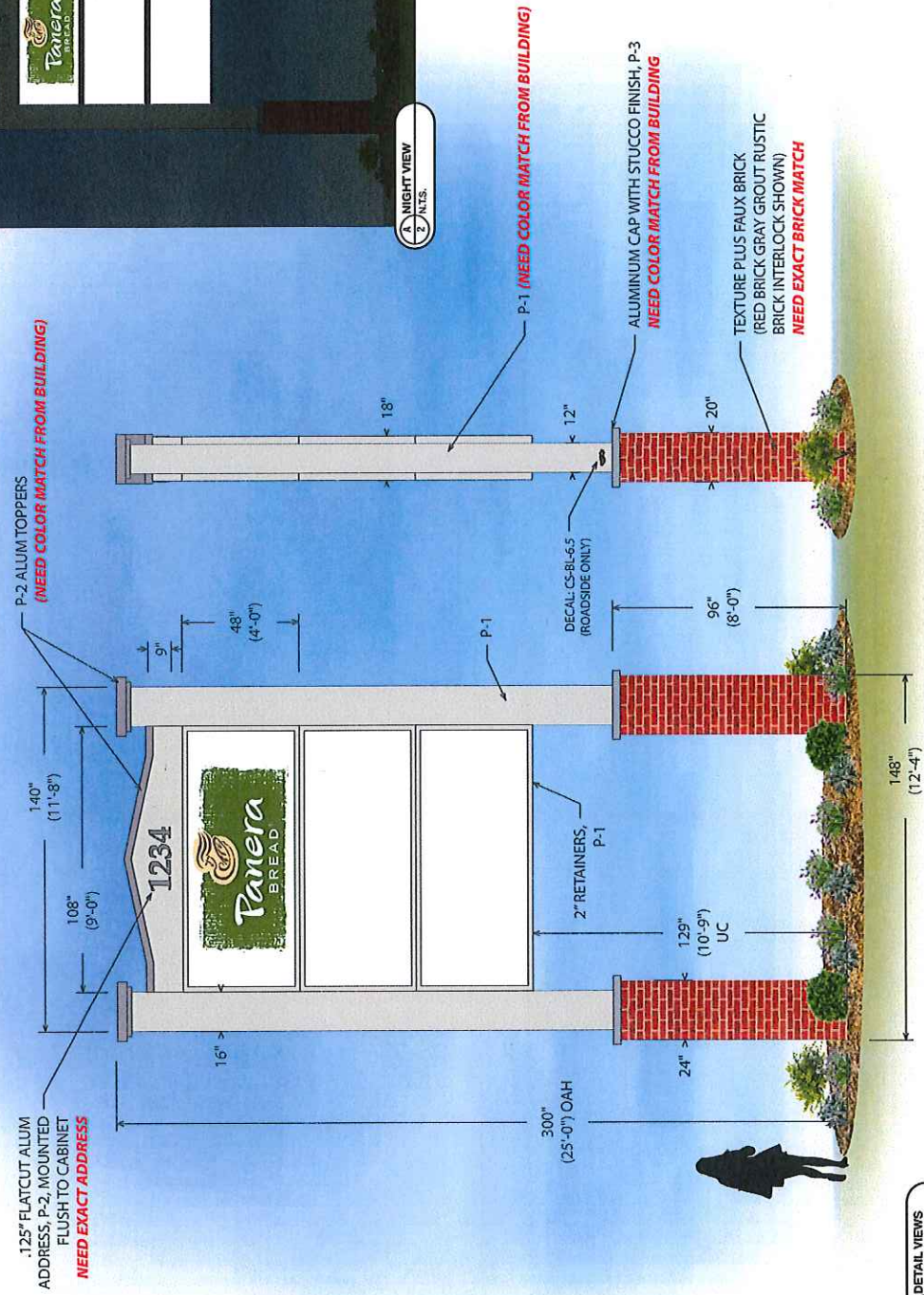
CUSTOMER SIGNATURE FOR DESIGN APPROVAL:

DATE

PYLON: OPT 1



A NIGHT VIEW
 2 N.T.S.



A DETAIL VIEWS
 SCALE: 1/4" = 1'

CONCEPTUAL DRAWING ONLY - NOT FOR FABRICATION PURPOSES (SIZES ARE APPROX)

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REAL ADDRESS

