



# 16-900

**Standing Committee:** Plan Commission

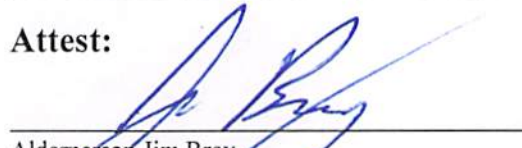
**Document Name:** Special permit for the placement of any new billboard. The Plan Commission shall issue pursuant to Chapter 15.450 – Sign Ordinance,

**Consent**

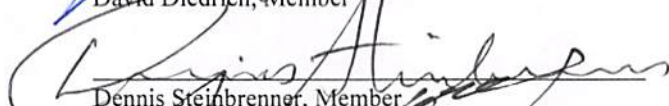
**Non-Consent**

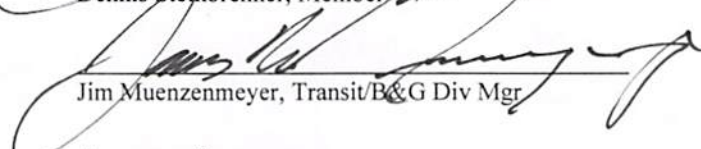
**Recommendation:** The Commission issue a Special Permit for the placement of one non-animated billboard as depicted in the sign application packet.

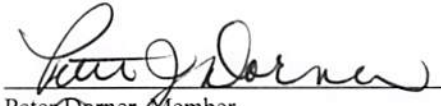
**Attest:**


  
Aldersperson Jim Brey


  
David Diedrich, Member

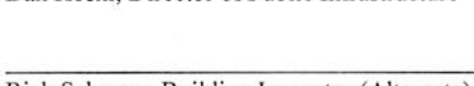
  
Dennis Steinbrenner, Member

  
Jim Muenzenmeyer, Transit/B&G Div Mgr

  
Peter Dorner, Member

  
Daniel Hornung, Member

  
Dan Koski, Director of Public Infrastructure

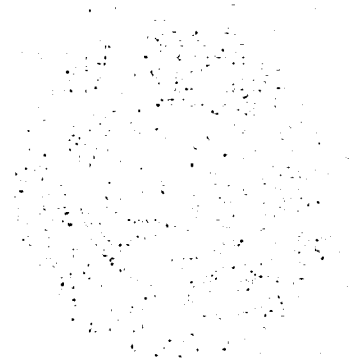
  
Rick Schwarz, Building Inspector (Alternate)

**Approved:**

Justin M. Nickels  
Mayor

Date

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**Report to the  
Manitowoc Plan Commission**

**Meeting Date:** September 28, 2016

**Report Print Date:** September 21, 2016; 3:52 PM

**Request:** PC 30 - 2016: Lamar, Proposed Non-Animated Billboard located at the Northeast Corner of Dewey and S. 30th Streets pursuant to 15.450(14)h(3).

**Reason for Request:** Pursuant to Chapter 15.450 – Sign Ordinance, the Plan Commission shall issue a special permit for the placement of any new billboard.

**Existing Land Use for Subject Property:** Currently vacant but was formerly a truck depot / transfer terminal

**Existing Zoning for Subject Property:** I-2 Heavy Industrial

**Surrounding Property Land Uses and Zoning**

Direction	Existing Land Use	Existing Zoning
North, South & East	Industrial, vacant	I-2 Heavy Industrial
West	Industrial, retail	I-1 Light Industrial

**Comprehensive Plan:** Future Land Use map shows the area as Office / Industrial

Consistency Analysis

The proposed billboard is consistent with the future land use map.

**Report:** Lamar Advertising has an agreement with the owner of Dabboc, LLC for the placement of a billboard/off-premise sign at the northeast corner of Dewey and S. 30<sup>th</sup> Streets.

The proposed billboard would be a two faced, 238 square foot sign measuring 23 feet in width and 10' 9" in height. The top of the sign would be 35 feet above the grade and would be placed on a 24" diameter steel monopole. The sign will be fronted on Dewey Street with east / west views off of Dewey Street.

Section 15.450(14)h(3) requires that all billboards meet the following criteria:

- a. Billboard is not within 150 feet of a Residential Zone:
  - the billboard location meets the criteria.
- b. Does not face residences:
  - the billboard does not face any residences
- c. Does not exceed a total area of each sign face of 500 square feet and is not within 1,000 feet of an existing billboard located on the same side of the same street from which said sign is intended to be read:

- the billboard is 238 sf and is not within 1,000 feet of an existing billboard that is to the east
- d. The billboard is not incompatible with the general architectural lines and forms of nearby buildings and the character of the streetscape or area within which it is located:
  - the billboard is located in an industrial area, with other billboards located in the same road corridor.
- e. Does not obscure or interfere with the line of site or the ability to visually see an official traffic sign, signal or device:
  - the proposed billboard will have an under clearance of 25' and will setback off of Dewey Street to have sufficient clearance from MPU's high voltage power lines
- f. Billboard does not result in adverse effects upon on neighboring properties or health, safety and general welfare of the public
  - proposed billboard should have no adverse effect on neighboring properties.

The Code requires a landscaped area equal to a minimum of two times the area of the sign. The faces of the billboard will be back to back, stacking of sign faces is not allowed. A landscaping plan has been submitted to staff for review.

**Recommendation:** Staff recommends that the Commission issue the Special Permit for the placement of one non-animated billboard as depicted in the sign application packet.



# SIGN PERMIT APPLICATION - 15.450 (REVISED 05-May-2011)

BUILDING INSPECTION • CITY HALL • 900 QUAY STREET • MANITOWOC, WI 54220

(920) 686-6940 Phone • (920) 686-6949 Fax • [www.manitowoc.org](http://www.manitowoc.org)

Owner's Name Dabboc, LLC	Address 3008 S. 19 <sup>th</sup> Street, Manitowoc WI 54220	Telephone 920-629-2277
Tenant's Name Lamar Advertising	Address 1800 Scheuring Road, Ste. C/De Pere, WI 54115	Telephone 920-347-1765
Contractor's Name Lamar Advertising	Address Same	Telephone Same
Project Location 2035 S. 30 <sup>th</sup> St./Manitowoc WI 54220	Sign Cost (\$ 30,000)	Zoning District I-2

1) DIMENSIONS OF SIGN  
Width 24' x Height 35' = Area 238'.87" SF

2) ELEVATION  
North South  East  West  
3) FACES  
No. of Faces = 2

4) ILLUMINATION  
 Internal  External  
4-A) ELECTRICAL CONTRACTOR - WI STATE MASTER & MANITOWOC CITY LICENSE  
Name: Elan Electric Phone: 920-338-6000

5) TYPE OF SIGN  
 Ground Sign  Wall Sign  Window Sign  Awning / Canopy  Face Change  
 Projecting Sign / Awning / Canopy  Temporary  Animated (Fixed)  Animated (Moveable)

5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED  
Non-Animated W 22'.9" x H 10'.6" = 238'.87"SF ( 100% )  
Animated W \_\_\_\_\_ x H \_\_\_\_\_ = \_\_\_\_\_ SF ( \_\_\_\_\_ % )

5-B) ANIMATED SIGNS - STAND ALONE  
N/A

NOTE: Animated signs are limited to the lesser of 30% of the signs total allowed sign face or 30 square feet maximum.

5-C) GROUND SIGNS  
22' Clearance between bottom of the sign and the ground 35' Overall sign height  
40' Setback from street Right of Way 75' Setback from edge of nearest driveway

5-D) PROJECTING SIGNS  
N/A Distance between bottom of the sign and the grade at the Right of Way N/A Projection from building

6) EXISTING SIGNAGE - List the size and type of ALL signs currently on the parcel.  
N/A Width x Height = Area SF Type  
Width x Height = Area SF Type  
Width x Height = Area SF Type

ANIMATED SIGNS. Fixed animated signs shall require a special permit by the Plan Commission. Moveable animated signs shall require a special administrative review permit by the Dir. of Building Inspection & Dir. of Engineering. See attached.

B-4 ZONING / EIGHTH STREET HISTORIC DISTRICT. Shall require a Certificate of Appropriateness issued by the Community Development Authority (See 15.290(8) & 15.650 or contact the Planning Department at (920) 686-6930).

BILLBOARDS. Shall require Plan Commission approval. See 15.45(14)(f)(3), (14)(g)(3)(F), (14)(h)(3) or contact the Planning Dept. (920) 686-6930.

PROJECTING SIGNS / CANOPIES / AWNINGS. Shall require an annual permit fee if projecting into the City ROW.

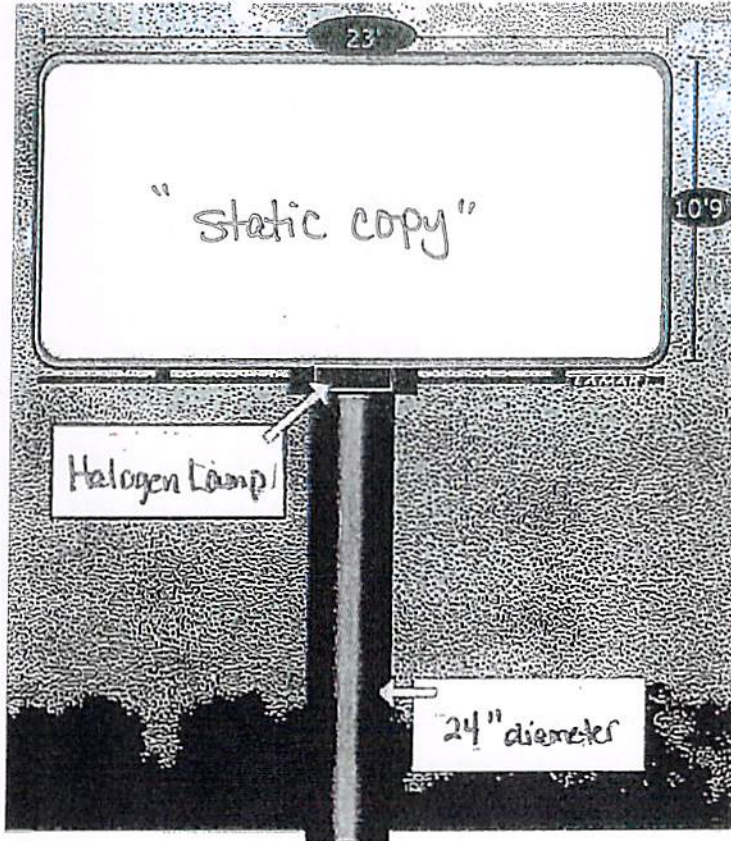
- 7) ATTACHMENTS
- Site Plan. Dimensioned and indicating sign location and setbacks of the proposed sign or device.
  - Graphic rendering or drawing of the proposed sign or device indicating sign elevation (North, South, East, West).
  - Certificate of Liability Insurance (sign contractor, unless current copy is on file).
  - Approved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District).
  - Animated signs (please refer to attached handout for required attachments).

Per conversation w/ Schwary &  
Renee (contractor) landscaping  
will be

476 # LANDSCAPING ROR'D



**LAMAR**  
OUTDOOR ADVERTISING



HAGL 22'

OVERALL HEIGHT 35'

ADDITIONAL COMMENTS:

POSTER  
CENTER MOUNT  
SINGLE POLE

