

Report to the Manitowoc Plan Commission

Date: December 17, 2015

Request: PC 35-2015: Sign Me Up; Request for a Special Permit for the Replacement of One Animated and one Non-Animated Billboard located at 2902 Calumet Avenue pursuant to Municipal Code Sections 15.450 (18)e and 15.450(14)h(3)

Reason for Request: Section 15.450(14)h(3) allows a maximum of two billboard signs per property after issuance of a Special Permit from the Plan Commission. Section 15.450(18) allows animated billboards after issuance of a Special Permit by the Plan Commission.

Existing Land Use: The property was the former location of All-States Rigging; the current land use is a similar business that moves heavy machinery. In addition there is a commercial truck repair facility operating on the site. Pennzoil quick lube oil change and Auto Zone businesses are to the east and a BP convenience store is to the west; Cher-Make and Schaus Roofing and Mechanical are across Calumet Avenue to the south.

Existing Zoning: I-2 Heavy Industrial

Comprehensive Plan: The proposed billboards are consistent with the current zoning code.

Report: A two sided static billboard was removed in early December and Sign Me Up is proposing to replace it with a two sided billboard with one face being animated and the other face being non-animated. Each sign face will be 12' x 24' (288 s.f.); the east facing sign will be animated the west facing will be static.

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 location is fine
- 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 meets both of the criteria
- 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:
 - billboard is replacing an existing billboard
- e. Does not obscure or interfere with the line of site or the ability to visually see an official traffic sign, signal or device:
 - proposed billboard will have an under clearance of 18'
- f. Billboard does not result in adverse effects upon on neighboring properties or health, safety and general welfare of the public
 - proposed billboard is replacing an existing billboard, 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.

Section 15.450(18)e the Animated sign section. Animated billboards are allowed after the issuance of a Special Permit by the Plan Commission. Animated billboards in an I-2 industrial district are subject to the following conditions:

- a. 100 foot site distance from any existing single and two family residential land uses
 - Billboard is not within 100 feet of a residential land use
- b. Cannot be located within 100 feet of an existing or proposed intersection.
 - Billboard is not within 100 feet of an intersection

Recommendation: Staff recommends to the Plan Commission that the Commission issue the Special Permits for the placement of one non-animated 12' x 24' billboard and one animated 12' x 24' billboard as depicted in the sign application for 2902 Calumet Avenue after the following items have been addressed i) all fees have been paid and support materials have been provided to the Building Inspection Department, and ii) a landscaping plan has been approved by the Planning Department.



December 1, 2015

Mr. Rick Schwarz
City of Manitowoc
900 Quay Street
Manitowoc, WI 54220-4543

Dear Rick,

Enclosed is a proposed sign permit application for a fixed animated billboard sign to be constructed at 2902 Calumet Avenue on the property owned by Northland Associates, LLC. The proposed sign and location meets all of the requirements of the City of Manitowoc sign ordinance including the following:

- The proposed sign is a double-sided 12'x24' (288sqft) sign that will be mounted to a steel, single pole facing the generally east/west traffic of Calumet Avenue. The east-facing sign will be a fixed animated sign, and the west-facing sign will have a static sign face.
- The edge of the proposed sign is approximately 8' from the ROW of Calumet Avenue, 25' from the west property line, 178' west of the east property line, 70' west of the driveway, and 20' east of the existing billboard (to be removed) on-site. See attached site plan.
- The location is not within 1,000' of another billboard on the same side of the same street
- The property is zoned I-2 and the signs will not face any residential district.
- As this proposed sign is located in an Industrial zoning district, it is compatible with nearby buildings and doesn't have an adverse affect on nearby properties.
- The sign will not obscure traffic or interfere with traffic sightlines, and be farther than 100' (240') to the intersection of Calumet Avenue and 30th Street.
- The sign will be 30 feet in height to the top of the sign with a ground clearance of 18' to the bottom of the billboard sign. The existing billboard is 35' above ground level.
- There are no other ground signs on the property.
- The sign structure will back to back sign faces, not stacked sign faces.
- The fixed animated LED sign will be set to 5,000/480 nits to comply with the brightness requirements.

Please place this item on the December Planning Commission agenda and call me if you have any questions or need additional information.

Sincerely,

Paul Radermacher
Sign Me Up!



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

Owner's Name SIGN ME UP OUTDOOR ADV		Address 311 FOREST AVE SHEB. FALLS, WI		Telephone 920-550-0009
Tenant's Name NORTHLAND ASSOCIATES		Address 100 MARITIME DR SUITE 306		Telephone 920-680-0307
Contractor's Name SIGN ME UP OF WI, LLC		Address 311 FOREST AVE SHEB FALLS, WI		Telephone 920-550-0009
Project Location 2902 CABINET AVENUE			Sign Cost (\$) 90,000.00	Zoning District I-2
1) DIMENSIONS OF SIGN Width 24' x Height 12' = Area 288 SF				
2) ELEVATION North _____ South _____ <input checked="" type="checkbox"/> East <input checked="" type="checkbox"/> West _____			3) FACES _____ No. of Faces 2	
4) ILLUMINATION <input checked="" type="checkbox"/> Internal <input checked="" type="checkbox"/> External		4-A) ELECTRICAL CONTRACTOR - WI STATE MASTER & MANITOWOC CITY LICENSE Name: BACKUS Electric Phone: _____		
5) TYPE OF SIGN <input checked="" type="checkbox"/> Ground Sign ___ Wall Sign ___ Window Sign ___ Awning / Canopy ___ Face Change ___ Projecting Sign / Awning / Canopy ___ Temporary <input checked="" type="checkbox"/> Animated (Fixed) ___ Animated (Moveable)				
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated W 24 x H 12 = 288 SF (Billboard) Animated W 24 x H 12 = 288 SF (Billboard)			5-B) ANIMATED SIGNS - STAND ALONE Animated W _____ x H _____ = _____ SF	
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 18' Clearance between bottom of the sign and the ground 30' Overall sign height 8' Setback from street Right of Way 70' Setback from edge of nearest driveway				
5-D) PROJECTING SIGNS _____ Distance between bottom of the sign and the grade at the Right of Way _____ Projection from building				
6) EXISTING SIGNAGE - List the size and type of ALL signs currently on the parcel. _____ Width x _____ Height = _____ Area SF N/A _____ 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).	
<input checked="" type="checkbox"/> 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.			<input checked="" type="checkbox"/> PROJECTING SIGNS / CANOPIES / AWNINGS. Shall require an annual permit fee if projecting into the City ROW.	
7) ATTACHMENTS <input checked="" type="checkbox"/> Site Plan. Dimensioned and indicating sign location and setbacks of the proposed sign or device. <input checked="" type="checkbox"/> Graphic rendering or drawing of the proposed sign or device indicating sign elevation (North, South, East, West). <input checked="" type="checkbox"/> Certificate of Liability Insurance (sign contractor, unless current copy is on file). <input checked="" type="checkbox"/> Approved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District). <input checked="" type="checkbox"/> Animated signs (please refer to attached handout for required attachments).				
ANIMATED (FIXED SIGN) Special Permit \$125 # _____ BBAP _____ Plan Commission # PC _____ <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Conditions and/or waivers attached Permit # _____ Min. \$35.00 / .35 SF \$ _____		ANIMATED (MOVEABLE SIGN) Admin. Rev. \$70.00 # _____ BBAP _____ Dir Inspection <input type="checkbox"/> Approved <input type="checkbox"/> Denied Dir Engineering <input type="checkbox"/> Approved <input type="checkbox"/> Denied Permit # _____ Annual Fee \$ 195.00		ALL OTHER SIGNS <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> No permit Required <input type="checkbox"/> Annual fee required for projection into City Right of Way Permit # _____ Min. fee \$35.00 / .35 SF \$ _____

X



Existing sign to be removed

Proposed new billboard location

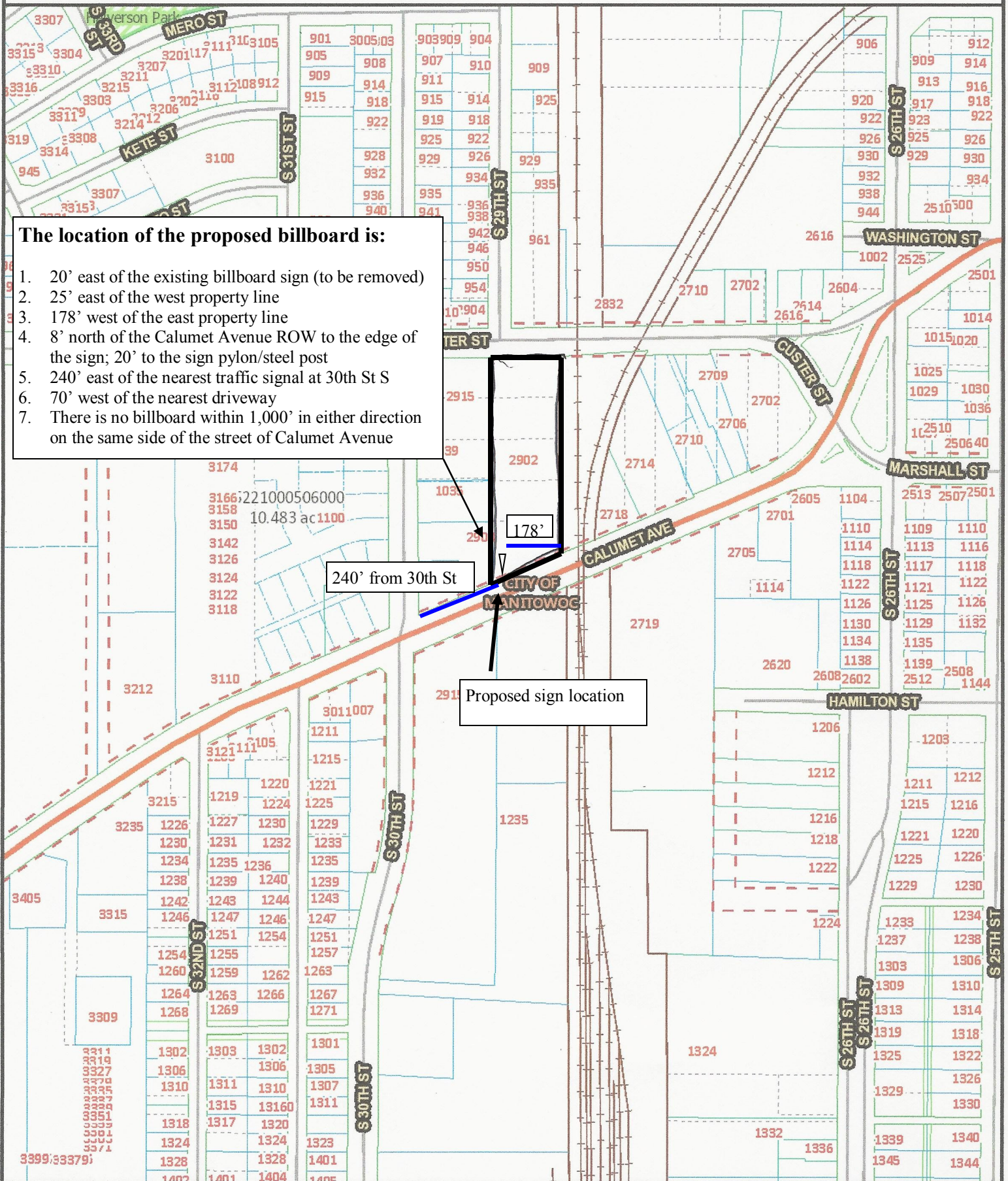
18' clearance

20' East

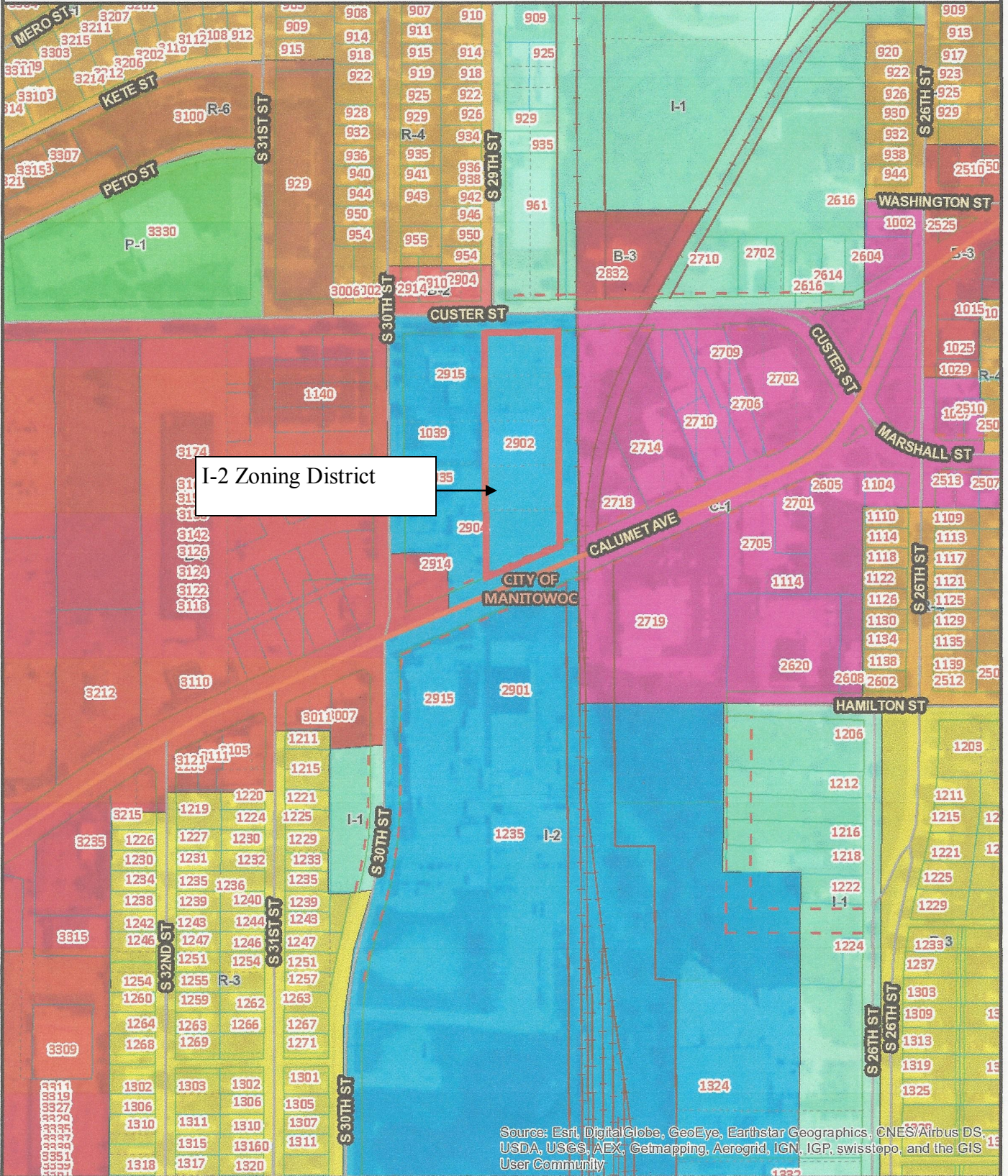
SITE PLAN for Proposed Billboard at 2902 Calumet Avenue

The location of the proposed billboard is:

1. 20' east of the existing billboard sign (to be removed)
2. 25' east of the west property line
3. 178' west of the east property line
4. 8' north of the Calumet Avenue ROW to the edge of the sign; 20' to the sign pylon/steel post
5. 240' east of the nearest traffic signal at 30th St S
6. 70' west of the nearest driveway
7. There is no billboard within 1,000' in either direction on the same side of the street of Calumet Avenue



Manitowoc County Easy Access Viewer



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

Author:
Date Printed: 11/9/2015



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City of Manitowoc 2015 Property Record

Parcel Number: 210-001-051

Current acres: 2.3914

Current owner: NORTHLAND ASSOCIATES LLC

CLARKS SUBD. LOTS 1-2-3-4 EX. W 200' & ALL LOT 5 BLK. 1



Ownership					Building Information		Bldg 1	
Name:	NORTHLAND ASSOCIATES LLC				SECTION —1		Story height: 5	
Mailing Address:	100 MARITIME DR SUITE 3C				Identical Units:		1	
	MANITOWOC, WI 54220				Year Built		1952	
Property Description					Level 01 to 01 area		6900	
Location:	2902 CALUMET AVE				01 Use		AUTO SERVICE	
Conveyance Date:	01/30/2009				SECTION —2			
Date Recorded:	02/23/2009				Year Built		1972	
Value/Sale Price:					Level 01 to 01 area		7274	
Deed Vol & Page:	V2437 P0007.. DOC. #				01 Use		AUTO SERVICE	
Improvement Name	ALLSTATE RIGGING				Level M1 to M1 area		936	
Legal Description:	CLARKS SUBD.				M1 Use		SUPPORT	
	LOTS 1-2-3-4 EX. W 200'				SECTION —3			
	& ALL LOT 5				Year Built		1947	
	BLK. 1				Level 01 to 01 area		2176	
Notes					01 Use		AUTO SERVICE	
Conveyance Instrument: 01					Parcel Information			
Assessment Value					Property Class: Commercial			
Valuation Date	01/01/2015				Roll Type: REAL			
Assessment Type	Acres	Land Value	Improved Value	Total Value	Other			
COMMERCIAL	2.3914	312,500	176,500	489,000	Fair Market Value		464,600	
					Assessment Ratio		105.2529	
Totals ->	2.3914	312,500	176,500	489,000	Tax Detail			
					Category		Tax Amount	
Payments								
Date	Receipt Number		Amount					
Special Assessment Projects								
Project	Delayed Assessment?			Balance Due				
SR1415	2014-2015 SNOW REMOVAL- N			390.00				



LEASE AGREEMENT

LEASE NO. 2015900

Agreement made October 15, 2015, by and between Northland Associates LLC ("Lessor") and Sign Me Up Outdoor Advertising, LLC, ("Lessee") a Wisconsin Limited Liability Company.

1. Premises.

Lessor hereby leases to Lessee, as much of the hereinafter described premises as may be necessary for the construction, maintenance, and/or repair of one double-sided outdoor advertising structure(s), including necessary structures, advertising devices, power poles; with the right of access to and egress from structure(s) by Lessee's employees, contractors, agents and vehicles; and the right to survey, maintain advertisement, or other activities necessary or useful in Lessee's use of the structure(s) to be situated at the agreed upon location per attached site plan (Attachment #2) and described as follows:

The leased premise is a portion of the property located in the City of: Manitowoc, County of: Manitowoc, State of: Wisconsin, with a site description of: SW (corner) of 2902 Calumet Avenue (Calumet e/o 30th Street).

SECTION - DAW/ew

of the first month after

4. Property.

As between Lessor and Lessee all structures, equipment and materials placed upon the premises shall remain the property of Lessee and Lessee is granted the right to remove same from Lessor's premises within a reasonable period of time after the expirations of this Lease or any renewal thereof. Upon removal of the sign structure, the Lessee will remove the sign pole below grade, and the ground will be restored to its original condition including restoration of the pavement at that location.

Lessor agrees not to erect any structure or allow any other obstruction of highway view or any vegetation that may obstruct the highway view of its advertising structure(s). Lessee is hereby authorized to remove any such other advertising structure, obstruction or vegetation at its option.

5. Hold Harmless.

Lessee shall save the Lessor harmless from all damage to persons or property by reason of accidents resulting from negligent acts of its agents, employees, or others employed in the construction, maintenance, repair or removal of its signs on the premises.

6. Cancellation of Lease.

If the building permits required to construct the billboard and the on-premise sign as described in the attached addendum are denied, the Lessee may cancel this lease.

7. Condemnation.

In the event of condemnation of the subject premises or any part thereof by proper authorities, or relocation of the highway, the Lessor grants to the Lessee the right to relocate its structure(s) on Lessor's remaining property adjoining the condemned property or the relocated highway. Any condemnation award for Lessee's property shall accrue to Lessee.

8. Lessor's Representations.

Unless specifically stated otherwise herein, Lessor represents and warrants that Lessor is either the owner or the agent of the owner of the premises above described, has full authority to make this Lease and covenants that Lessor will not permit any adjoining premises, owned or controlled by Lessor, to be used for off-premise advertising purposes or permit Lessee's signs to be obstructed. Lessee is hereby authorized to remove any obstruction at its sole discretion. In the event of any transfer of Lessor's interest in the above described premises, Lessor agrees to promptly give Lessee notice of such transfer and to deliver to Lessor's transferee written notice of the existence of this Lease and a copy thereof which shall trigger the new owners right to renegotiate the Agreement per Paragraph 2 of Attachment #1.

9. Entire Agreement.

It is expressly understood that neither the Lessor nor the Lessee is bound by any stipulations, representations or agreements not printed or written in this Lease. This lease shall inure to the benefit of and be binding upon the personal representatives, successors and assigns of the parties hereto, provided however that this lease shall not be binding upon any secured party until delivery of written notice to the parties hereto by such secured party. This is a legal document.

10. Other Terms.

See Attachment #1 - Rent Schedule and Compensation agreement. The Lessee is responsible for the installation of a separate electrical meter, and the monthly electrical costs, needed to provide power for the digital sign. The Lessee will not solicit advertisers or display ads on said structure that are in direct competition with Thompson Machinery Movers. This lease is contingent upon the expiration and cancellation of the existing Lamar land lease that expires on October 31, 2015; and the removal the existing Lamar sign structure on said property.

Accepted this 15th day of October, 2015.

LESSEE: **SIGN ME UP OUTDOOR
ADVERTISING, LLC**

By: [Signature]
Paul Radermacher
Its: Owner/Member

LESSOR: Northland Associates LLC
Print Complete Name

By: [Signature]
Its: Member

Address: 100 Maritime Dr. Suite 3C
Manitowoc, WI 54220

Telephone: (920) 682-0307