

## Report to the Manitowoc Plan Commission

**Meeting Date:** July 25, 2018.

**Report Print Date:** July 20, 2018; 2:09 PM

**Request:** PC 27-2018: Request for Special Permit for an Animated Sign for Grace Lutheran Church located at 2426 N. Rapids Road

**Reason for Request:** Signs Plus on behalf of Grace Lutheran Church, would like to erect an animated sign in the C-1 Commercial District. Pursuant to section 15.450(18)b(1.)B. the Plan Commission shall be authorized to issue a Special Permit for the placement of an animated sign.

**Existing Land Use for Subject Property:** Church

**Existing Zoning for Subject Property:** C-1 Commercial

### Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
North & West	Farm Land / Agricultural	County Zoned EA
South	Machine shop	I-1 Light Industrial
East	Retail store, Seiler Bros construction, Dave's Auto	I-1 Light Industrial C-1 Commercial

**Comprehensive Plan:** Future Land Use Map indicates the property as General Business.

### Consistency Analysis

Although § 66.1001, Wis. Stats. does not specifically require Special Use Permits to meet the "Consistency Requirement," it is sound planning practice to consider the policies and recommendations of the Comprehensive Plan when reviewing such requests. Although the policies and recommendations of the Comprehensive Plan do not specifically address signage, the current use and animated sign are consistent with the other uses along the N. Rapids Road corridor.

**Report:** Grace Church would like to update a two sided manual reader board sign and replace it with a two sided animated sign. The new animated sign would be (75" x 25") 13 s.f. in size which is smaller than the existing manual reader board sign. The sign is a ground monument sign so the sign is at ground level not supported by a pole.

Site Assessment: Grace Church is located on the west side of N. Rapids Road north of Menasha Avenue, their property measures 4.06 acres with 225 feet of frontage. The proposed animated sign is 6' 3" wide X 2' 1" high for a total of 13 s.f. The existing non-animated sign, which will be re-used is 8' 1½" x 4' 6" for a total of 36 s.f.. The proposed animated sign will be 35% of the non-animated sign. The sign code allows up to 30% of the sign area to be animated and the rest of the sign area must be non-animated or up to 30 square feet maximum for animated signs.

The proposed sign is over the 30% threshold but below the 30s.f. threshold. Section 15.450(18)g(1) authorizes the Plan Commission to waive sign height, sign size, the size of the animated portion of the sign, and setback requirements based upon its evaluation of the proposed location and characteristics of the sign if the following criteria shall be considered at a minimum:

A. The necessity of a greater size or height or a lesser setback based on the physical features of the property that affect visibility of the sign from the adjacent streets.

B. The impact of the variation on the surrounding area in terms of surrounding land uses, building scale, and aesthetic quality.

C. Any potential negative impacts on pedestrian and traffic safety potentially caused by distractions, hazards or obstructions.

The owner would like to reuse the existing cabinet and do not want to increase the cabinet size because of wind load. The animated portion is less than the old manual reader board that is being replaced.

Compliance Analysis: The site is located in the C-1 zoning district which allows for an animated sign to be erected. The following is a list of requirements for an animated sign that must be complied with or otherwise waived by the Plan Commission.

The italicized text below is from the Sign Code; the underlined text below is the answer to the code requirement.

- |    |                   |  |
|----|-------------------|--|
| A. | 15.450(12)(j)     | ● <i>Maximum of one (1) on-premise ground sign per business or activity. <u>Only one animated sign is proposed.</u></i>  |
| B. | 15.450(14)(h)3.   | ● <i>"C-1" district allows for ground sign and animated signs pursuant to 15.450(18). Maximum total combined sf is 500sf. <u>The proposed sign complies with this restriction.</u></i>   |
| C. | 15.450(18)(g)6(A) | ● <i>A minimum 100 feet of sight distance between existing single and two family residential uses and the sign. <u>The sign does not face any residential uses and is approximately 225 feet from the nearest residence.</u></i> |

- D. 15.450(18)(g)9&10 • *The animated portion of the sign shall not be within 100' of a signalized intersection. The sign is not within 100' of a signal, the nearest signal is approximately 650' away.*
- E. 15.450(18)(c)8. • *Landscape requirement is applicable for this project. Two times the sign area. The owner is working with staff on a landscaping plan that meets the code.*
- F. 15.450(18)(h)2. • *The animated portion of the sign shall not exceed 30% of any non-animated sign permitted or 30 sf/sign face. The animated sign s.f. exceeds the 30% of the non-animated sign s.f. but the animated sign area is 13 sf which is under the maximum allowable animated square footage of 30 s.f. The Plan Commission can waive the 30% rule and approve the request as submitted.*

**Recommendation:** The Community Development Department recommends that the Commission issue the Special Permit for the animated sign as represented in the sign application allowing the animated sign area to be up to 36% of total sign area.

BUD-2018-01265  
Plan Comm 7-25-18

City of Manitowoc  
900 Quay Street  
Manitowoc, Wisconsin

**Sign Permit Application – Municipal Code 15.45** (10/31/2007) Fax (920) 686-6949  
(Complete all applicable sections) [www.manitowoc.org](http://www.manitowoc.org)

Phone (920) 686-6940

Owner's Name Grace Lutheran Church	Address 2426 N. Rapids Rd.	Telephone 920-682-7377
Tenant's Name	Address	Telephone
Contractor's Name Signs Plus	Address 906 So. 26 St.	Telephone 920-686-1333
Project Location 2426 N. Rapids Rd.	Sign Cost (\$ 20,775.49)	Zoning District C-1
1) DIMENSIONS OF SIGN Width <u>97 1/2"</u> x Height <u>54"</u> = Area <u>36.5</u> SF		
2) ELEVATION North <input type="checkbox"/> South <input checked="" type="checkbox"/> East <input type="checkbox"/> West <input type="checkbox"/>	3) ILLUMINATION <input checked="" type="checkbox"/> Internal <input type="checkbox"/> External	4) FACES <u>2</u> No. of Faces
5) TYPE OF SIGN <input checked="" type="checkbox"/> Ground Sign <input type="checkbox"/> Wall Sign <input type="checkbox"/> Window Sign <input type="checkbox"/> Awning / Canopy <input type="checkbox"/> Face Change <input type="checkbox"/> Projecting Sign / Awning / Canopy <input type="checkbox"/> Temporary <input type="checkbox"/> Animated (Fixed) <input type="checkbox"/> Animated (Moveable)		
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated W <u>97 1/2"</u> x H <u>54"</u> = <u>36.5</u> SF ( <u>65</u> %) Animated W <u>75"</u> x H <u>25"</u> = <u>13</u> SF ( <u>35</u> %)		5-B) ANIMATED SIGNS - STAND ALONE Animated W <u>      </u> x H <u>      </u> = <u>      </u> 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 Clearance between bottom of the sign and the ground <u>      </u> Overall sign height <u>      </u> Setback from street Right of Way <u>      </u> Setback from edge of nearest driveway <u>      </u>		
5-D) PROJECTING SIGNS Distance between bottom of the sign and the grade at the Right of Way <u>      </u> Projection from building <u>      </u>		
6) EXISTING SIGNAGE – List the size and type of ALL signs currently on the parcel. 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 15.29(8) & 15.65 or contact the Planning Department at (920) 686-6930).
BILLBOARDS. Shall require Plan Commission approval. See 15.45(14)(g) 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 <input type="checkbox"/> Site Plan. Dimensioned and indicating sign location and setbacks of the proposed sign or device. <input type="checkbox"/> Graphic rendering or drawing of the proposed sign or device indicating sign elevation (North, South, East, West). <input type="checkbox"/> Certificate of Liability Insurance (sign contractor, unless current copy is on file). <input type="checkbox"/> Approved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District). <input type="checkbox"/> Animated signs (please refer to attached handout for required attachments).		
ANIMATED (FIXED SIGN) Special Permit \$125 # <u>      </u> BBAP <u>      </u> Plan Commission # PC <u>      </u> <input type="checkbox"/> Approved (By) <u>      </u> Denied (By) <u>      </u> <input type="checkbox"/> Compliance conditions and/or waivers attached. Sign Permit BBSE <u>      </u> Min. \$35.00 / .35 SF \$ <u>      </u>	ANIMATED (MOVEABLE SIGN) Admin. Rev. \$70.00 # <u>      </u> BBAP <u>      </u> Director Building Inspection <input type="checkbox"/> Approved (By) <u>      </u> Denied (By) <u>      </u> Director of Engineering <input type="checkbox"/> Approved <u>      </u> Denied <u>      </u> Annual Fee \$ 195.00 BBSE <u>      </u>	ALL OTHER SIGNS <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> No permit Required Sign Permit BBSN <u>      </u> Min. fee \$35.00 / .35 SF \$ <u>      </u> <input type="checkbox"/> Annual fee required for projection into City Right of Way

## Rick Schwarz

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**From:** Signs Plus <signspluswi@gmail.com>  
**Sent:** Thursday, June 21, 2018 2:40 PM  
**To:** Rick Schwarz  
**Subject:** Re: sign permit app  
**Attachments:** Grace Lutheran Church illustration.pdf; Grace sign permit app.pdf

Rick

Attached is the permit app and illustration for grace Lutheran. The EMC is 5% bigger than it should be because they come in standard increments of 12" x 12". I don't want to increase the sign cabinet size beyond the existing because I know that the pole assembly will carry the present wind load, not sure it will if it's made larger.

Thanks

Keith



**Signs Plus**

**906 S. 26th Street**

**Manitowoc, WI 54220**

Phone: 920-686-1333

[signspluswi@gmail.com](mailto:signspluswi@gmail.com)

[www.signs-plus.info](http://www.signs-plus.info)

On Wed, Jun 20, 2018 at 3:30 PM, Rick Schwarz <[rschwarz@manitowoc.org](mailto:rschwarz@manitowoc.org)> wrote:


Keith,

As you may know, emc signs are not allowed in most of the 'R' zones. And that's typically where churches/schools are located. So, emc signs are not allowed. It may take a code change to have these circumstances allowed. Until then, not allowed. I copied Paul Braun as he would be the one to initiate such a change in the code. However, this would not be a slam dunk to change. There are other conditions to consider such as distance from residential uses and more. Paul may chime in.....

**Richard Schwarz**

**Building Inspector**



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