

Report to the Manitowoc Plan Commission

Meeting Date: August 22, 2018

Report Print Date: 8/20/2018 10:09 AM

Request: PC 31-2018: RLO Signs / 735-11 Manitowoc, LLC (Cyberworks) Special Permit for an Animated Sign located at 735 N 11th Street

Reason for Request: Pursuant to 15.450(18)e(1) Plan Commission has authority to issue a special permit for animated signs in a B-2 Neighborhood Business Zoning District.

Existing Land Use for Subject Property: Office retail. Computer consulting business

Existing Zoning for Subject Property: B-2 Neighborhood Business

Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
North	Public School property McKinley School	R-4 Single and Two Family
West	Convenience store, auto repair service station	B-2 Neighborhood Business
East	Residential	R-4 Single and Two Family
South	Retail, office currently vacant	B-2 Neighborhood Business

Comprehensive Plan: General Business

Consistency Analysis

The current use is consistent with the comprehensive plan.

Report:

The subject property is located at 735 N. 11th Street, which is at the corner of N. 11th and Huron Streets. The lot measures 53' along Huron and 70' along N. 11th. In addition to the issuance of the special permit, the applicant is requesting a waiver to the sight separation distance from a residence and the maximum percent that an animated sign can be compared to the non-animated portion.

Below are the regulations for signs in the Neighborhood Business (B-2) pursuant to 15.450(14)e.

1. Signs not requiring a permit.
2. Signs for authorized, conditional, and nonconforming uses.
3. Permitted Signs. Wall signs, two window signs, one projecting sign or one ground sign, not including lighted directional sign six square feet or less in area, per road frontage. Also a

maximum of two movable signs as permitted by subsection (8)(c) of this section. Animated signs pursuant to subsection (18)(g) of this section.

4. Area Restrictions. Projecting and ground signs are not to exceed 80 square feet per sign and total area of all signs is not to exceed four square feet per lineal foot of lot frontage, to a maximum of 200 square feet.

5. Height Restrictions. Ground signs and projecting signs may not exceed 20 feet in height.

6. Setbacks. Projecting signs may be spaced no closer than 50 feet apart.

Section 15.450(18)(g) "Locational Regulations" grants the right to the Plan Commission "... to reduce or 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. 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."

Pursuant to Section 15.450(18)g(3) Animated signs are allowed in the B-2 zoning district. subject to compliance with the following conditions: ***text in bold italics below are responses to the conditions listed in the zoning code.***

A. A sight distance of at least 150 feet between any existing single- and two-family residential land uses as measured from the edge of the proposed animated sign to the lot line of such a residential land use; and ***the proposed sign is approximately 50' from the nearest residence located at 1015 Huron Street. The animated face of the sign will not be pointing towards the residence. In addition there are no windows on the west side of the residence that directly face the animated sign. The front of the residence is roughly 4 to 5 feet setback from the Huron Street right of way line so it too is not directly viewing the face of the animated sign. Due to the site conditions staff's opinion is that the 150 feet separation sight distance could be waived. Section 15.450(18)g(9) also allows the Plan Commission to waive the separation distance based on site characteristics.***

B. The animated portion of an animated sign shall not exceed 30 percent of any sign permitted for the same zoning district pursuant to subsection (14) of this section. ***The existing sign area is 58.83 s.f. The proposed animated sign is 9.69 s.f., the non-animated portion of the sign is 15.13 s.f. The total of the animated and non-animated new sign area will be 24.82 s.f., which is less than the current sign area. The animated portion of the sign is 64% of the total sign area which is over the 30% maximum. The sign Code says animated signs can be a maximum of 30 s.f. or up to 30% of the total sign area. The proposed animated sign is well below the 30s.f. maximum but over the 30% area.***

Due to the site characteristics staff is recommending issuance of the special permit based on following reasons:

1. The 150 foot sight separation distance to the residential use located at 1015 Huron Street is 50' +/- but the animated sign faces do not point directly at the residence and there are no windows on the west side of residence facing the sign

2. The residence is only setback 5' +/- from the street so the view from the front windows is perpendicular to the animated sign face.
3. The percentage of the animated sign portion is 64% which is over the 30% maximum, but the animated sign is 9.69 s.f., which is below the maximum 30 s.f. that an animated sign could be.
4. The intent of the animated sign code is to not require businesses to erect larger non-animated signs just so they can achieve a larger percentage of an animated portion of a sign.
5. Overall the new sign s.f. is less than the current sign s.f., the new total sign area will be 24.82 s.f. compared to 58.83 s.f. for the existing signage.

Recommendation: The Community Development Department recommends the issuance of the Special Permit for the animated sign pursuant to the submitted application waiving the sign separation distance and maximum animated sign percentage.



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 • buildinginspection@manitowoc.org

Owner's Name 135-11 Manitowoc, LLC		Address 1440 W. Windepoint, Manitowoc		Telephone	
Tenant's Name Cyberworks		Address 135 N. 11th Street		Telephone	
Contractor's Name RLO Sign, Inc.		Address 1030 Ontario Ave, Sheboygan		Telephone (920) 457-6602	
Project Location 135 N. 11th Street		Sign Cost (\$) 14,498		Zoning District B2	
1) DIMENSIONS OF SIGN Width 4'8" x Height 3'7" = Area 16.72 SF					
2) ELEVATION North _____ South _____ East <input checked="" type="checkbox"/> West _____			3) FACES _____ 2 No. of Faces		
4) ILLUMINATION <input checked="" type="checkbox"/> Internal _____ External _____		4-A) ELECTRICAL CONTRACTOR – WI STATE MASTER & MANITOWOC CITY LICENSE Name: _____ Phone: _____			
5) TYPE OF SIGN _____ 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 4'8" x H 1'2" = 5.74 SF (36 %) Animated W 52.9" x H 26.4" = 9.69 SF (64 %)			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 _____ Clearance between bottom of the sign and the ground _____ Overall sign height _____ Setback from street Right of Way _____ 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. 96 1/4" Width x 60 5/8" Height = 58.83 Area SF irregular shape pylon sign 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 <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). _____ 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). <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 \$ _____	



1030 Ontario Ave. Sheboygan, WI 53081
920-457-6602 · 800-479-6602 · Fax: 920-457-2399
www.rloesign.com



07/30/2018

Narrative for sign at Cyberworks

City of Manitowoc
900 Quay Street
Manitowoc, WI 54220

Building Inspector,

On behalf of our client 735-11 Manitowoc LLC (Cyberworks) we are requesting a sign permit to erect a new pylon sign with electronic message center. The location of the business is at 735 N. 11th Street in Manitowoc.

We are proposing removing the existing structure to just below grade and placing the new pylon sign in close proximity to the existing sign. The current sign is 58.83 square feet. The new proposed sign is 15.13 square feet. There will be a smaller top section with the Cyberworks logo that is 5.44 square feet. The electronic message center will be below the logo and is 9.69 square feet.

The electronic message center will be from Adaptive Display Solutions in Milwaukee. It is part number 1766812051B premier A 16SL 032RX080C 120 PRI. The active display area is 32 pixels high by 80 pixels wide (1' 8.2" H x 4' 2.4" W). The housing is 2' 2.4" H x 4' 4.9" W x 5" D. The brightness is > 10,000 Nits. It has color processing: 4.72 sextillion colors, 64,000 level gray scale, 256 dimming levels. 1200 Hz display refresh, Video: NTSC standard 30p (30 frames per second) Viewing angle: 160 degree horizontal, 60 degree vertical. Fully front serviceable design, Estimated power: Max -696 Watts, typical – 243 Watts (6A max/2A typ) estimated unit weight is 113 pounds. Compliance certifications: UL, cUL

Thank you,
RLO Sign, Inc
920-457-6602





Existing pylon removed. New pylon with full color EMC. Cyber Works graphics to be routed from face, backed with plex with vinyl applied first surface. Pylon attached to pole with match plates. Concrete footer required.

Revisions:

x

x

x

x

x

Customer: CyberWorks
Street: 735 N 11th St
City: Manitowoc State: WI
Site Contact: David Charney
Tel#: (414) 628-3525
Email: dhuntc70@aol.com
Designer: Andy Graff

Technical drawing of a sign structure showing two views: a front elevation and a side elevation.

Front Elevation:

- Overall height: 3'-7"
- Sign face height: 1'-2"
- Sign face width: 4'-8"
- Message center housing width: 52.9"
- Message center housing height: 26.4"
- Sign face content: "Cyber Works" text, gear logo, and American flag graphic.

Side Elevation:

- Overall height: 12'-4 3/8" OAH
- Message center housing height: 6"



Cyber Works

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Author:
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