

February 25, 2015

MAR 1 8 2015

CITY PLAN COMMISSION MANITOWOG, WI

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 4638 Expo Drive (NE Corner of Expo Drive and S. Rapids Blvd) on the property owned by Affairs To Remember Bridal Shop, Inc. 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 north/south traffic of S. Rapids Boulevard. The south-facing sign will be a fixed animated sign, and the north-facing sign will have a static sign face.
- The edge of the proposed sign is approximately 10' from the ROW of S. Rapids Blvd., 81' north of the ROW of Expo Drive, 80' south of the north property line, and 115' west of the east property line, 130' from the driveway, and 58' from the building. 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-land 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' (102') to the intersection of Expo Drive and S. Rapids Blvd.
- The sign will be 35 feet in height to the top of the sign with a ground clearance of 23' to the bottom of the billboard sign.
- 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.
- We propose to affix a 4' x 8' (32 sqft) double-face, illuminated, on-premise sign advertising Affairs To Remember to the same pylon post that will face both directions of traffic on S. Rapids Blvd. See attached schematic.

Please place this item on the March 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	Address		Telephone	
Affairs to Remember Bridal Store, Inc.	4638 Expo Drive		920-684-0323	
Tenant's Name	Address	Address Telephone		
Contractor's Name	Address		Telephone	
Sign Me Up of Wisconsin, LLC	311 Forest Avenue	Sheboygan Falls, WI 53085	920-550-0009	
Project Location		Sign Cost Zoning District (\$) 50,000.00 I-1		
NE Corner of S. Rapids Blvd & Expo Drive (\$) 50,000.00 I-1  1) DIMENSIONS OF SIGN			1-1	
	1' x Height 12' = 1	Area 288 SF		
2) ELEVATION		3) FACES		
XNorthXSouthEastWest2No. of Faces			o. of Faces	
4) ILLUMINATION 4-A) ELECTRICAL CONTRACTOR – WI STATE MASTER & MANITOWOC CITY LICENSE				
X_Internal _X_External Name:	Berke Electric	Phone: 920-46	7-2649	
5) TYPE OF SIGNX_Ground Sign Wall Sign Window Sign Awning / Canopy Face Change				
Projecting Sign / Awning / Canopy TemporaryX_ Animated (Fixed) Animated (Move				
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED 5-B) ANIMATED SIGNS - STAND ALONE				
Non-Animated Wx H= Animated Wx H=	SF (		x H12' =288SF	
Animated WXH=	SF (			
		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				
23'Clearance between bottom of the sign and the ground35'Overall sign height				
10'Setback from street Right of Way130'Setback from edge of nearest driveway				
5-D) PROJECTING SIGNS				
Distance between bottom of the sign and the grade at the Right of WayProjection from building				
6) EXISTING SIGNAGE – List the size and type of ALL signs currently on the parcel.				
_72"Width x _24"Height =12Area SFilluminated wall sign Type				
Width xHeight =Area SFType				
Width xHeight =Area SFType				
ANIMATED SIGNS. Fixed animated signs shall require a B-4 ZONING / EIGHTH STREET HISTORIC DISTRICT.				
special permit by the Plan Commission. Moveable animated  Shall require a Certificate of Appropriateness issued				
signs shall require a special administrative review permit by the Dir. of Building Inspection & Dir. of Engineering. See attached.  Community Development Authority (See 15.290(8) & 15.6 contact the Planning Department at (920) 686-6930).				
Diff. of Dunding hispection & Diff. of Enginee	ing, oce anacieu.	contact the ranning Departit	ioni ai (720) 000-0730).	
BILLBOARDS. Shall require Plan Commiss	ion approval. See	PROJECTING SIGNS / CA	ANOPIES / AWNINGS, Shall	
15.45(14)(f)(3), (14)(g)(3)(F), (14)(h)(3) or contact the		require an annual permit fee	if projecting into the City ROW.	
Planning Dept. (920) 686-6930.				



☐ Scaled drawing of the sign structure;

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7) ATTACHMENTS				
_x_Site Plan. Dimensioned and indicatin	g sign location and setbacks of the proposed	sign or device.		
_xGraphic rendering or drawing of the proposed sign or device indicating sign elevation (North, South, East, West).				
_x_Certificate of Liability Insurance (sign contractor, unless current copy is on file).				
n/aApproved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District).				
xAnimated signs (please refer to attached handout for required attachments).				
ANIMATED (FIXED SIGN)	ANIMATED (MOVEABLE SIGN)	ALL OTHER SIGNS		
Special Permit \$125 #BBAP	Admin. Rev. \$70.00 #BBAP	☐ Approved ☐ Denied		
Plan Commission #PC Approved □ Denied	Dir Inspection ☐ Approved ☐ Denied Dir Engineering ☐ Approved ☐ Denied	☐ No permit Required ☐ Annual fee required for projection into City Right of Way		
Conditions and/or waivers attached	Permit #	Permit #		
Permit # Min. \$35.00 / .35 SF \$	Annual Fee \$ 195.00	Min. fee \$35.00 / .35 SF \$		
Please visit <a href="www.manitowoc.org">www.manitowoc.org</a> to view Municipal Sign Ordinance Chapter 15.450 in its entirety. This handout is intended to provide a simplified view of code provisions for animated signs.  Fixed Animated Signs — City of Manitowoc  Fees for Fixed and Movable Animated Signs. Fees required for both fixed and movable animated signs shall be established by resolution of the Common Council. All animated signs shall require the issuance, by the Director of Building Inspection, of a separate sign and electrical permit, even if the animated sign is attached to another sign or sign structure.  Fixed Animated Sign. A one (1) time fee shall be delivered to the Building Inspection Department upon the filing of a request for a special permit pursuant to Section 15.450(18)(e). Issuance of sign and electrical permits by the Director of Building Inspection for a fixed animated sign, shall first require the approval and issuance of				
a special permit by the City Plan Commission pursuant to Section 15.450(18)(e).				
Special Permit Application and Approval Process for a Fixed Animated Sign.				
A fixed animated sign shall not be installed or made operational in the City until so authorized pursuant to the terms and condition of a special permit by the City Plan Commission.				
An application for a special permit shall be filed either with the City Planning or Building Inspection Departments, which shall include the following attachments:				
□ Scaled site plan identifying the location of the proposed sign and sign structure at a property in addition to the location of the following within a radius not less than 100 feet from the proposed sign: property lines, Right-of-way lines, traffic signal lights, driveway entrances and exits, distance to existing signage on the site, and distance from residential land uses;				



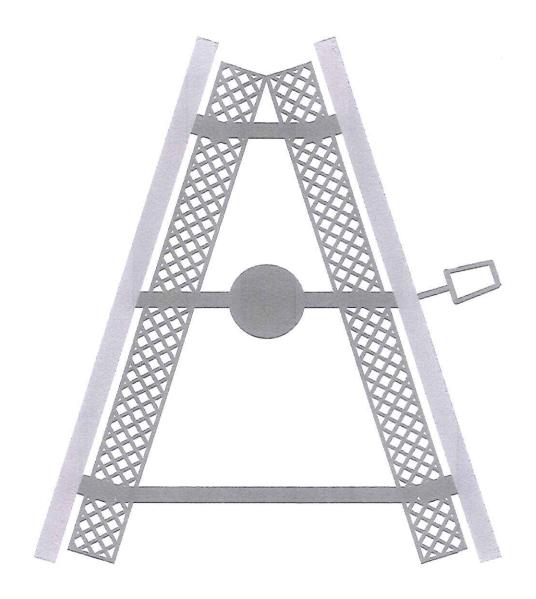


NORTH VIEW DOUBLE SIDED "V" DIGITAL LED BOARD AT 4638 EXPO DRIVE





SOUTH VIEW DOUBLE SIDED "V" STATIC BOARD AT 4638 EXPO DRIVE





TOP VIEW

