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# CITY OF MANITOWOC

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16-0009

December 18, 2015

To: Mayor and Common Council

From: Manitowoc City Plan Commission

Subject: **PC35-2015: Sign Me Up: Request for a Special permit for the Placement of One Animated and One Non-Animated Billboard located at 2902 Calumet Avenue Pursuant to Section 15.450(18)e and 15.450(14)(h)(3).**

Dear Mayor and Common Council:

At the regular December 17, 2015 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for issuance of two Special Permits: i) to authorize the construction of a fixed animated billboard at the southwest corner of the subject property – 2902 Calumet Avenue and ii) to authorize the construction of a non-animated billboard at the same location. Pursuant to Section 15.450(18)e the Commission can affix terms and conditions to the Special Permit. The subject property is zoned I-2 Heavy Industrial which allows up to two off-premise signs per parcel up to 500 s.f. per sign face.

The project involves the installation of a monopole which both signs would be affixed to; each sign will be 12' x 24' in size with the east facing sign being animated and the west facing being static or non-animated. The proposed billboards are replacing a different billboard which was removed from the property in early December.

The Commission is advising the Council that pursuant to the authority granted to the Commission in Sections 15.450(14)h(3) and 15.450(18)(e) of the Municipal Code, and by a unanimous vote, it has approved and authorized the issuance of two Special Permits; for one fixed animated billboard and one fixed non-animated billboard at the location specified in the attached application. Finally, the Commission authorized the Building Inspector to issue the sign permits after the approval of a landscaping plan by the City Planner, as well as compliance with all other sections of Section 15.450.

Plan Comm Granicus # 15-1278

Sign Me Up  
311 Forest Avenue  
Sheboygan Falls, WI 53085

Respectfully Submitted,

Paul Braun  
Paul Braun, City Planner



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 30<sup>th</sup> 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!



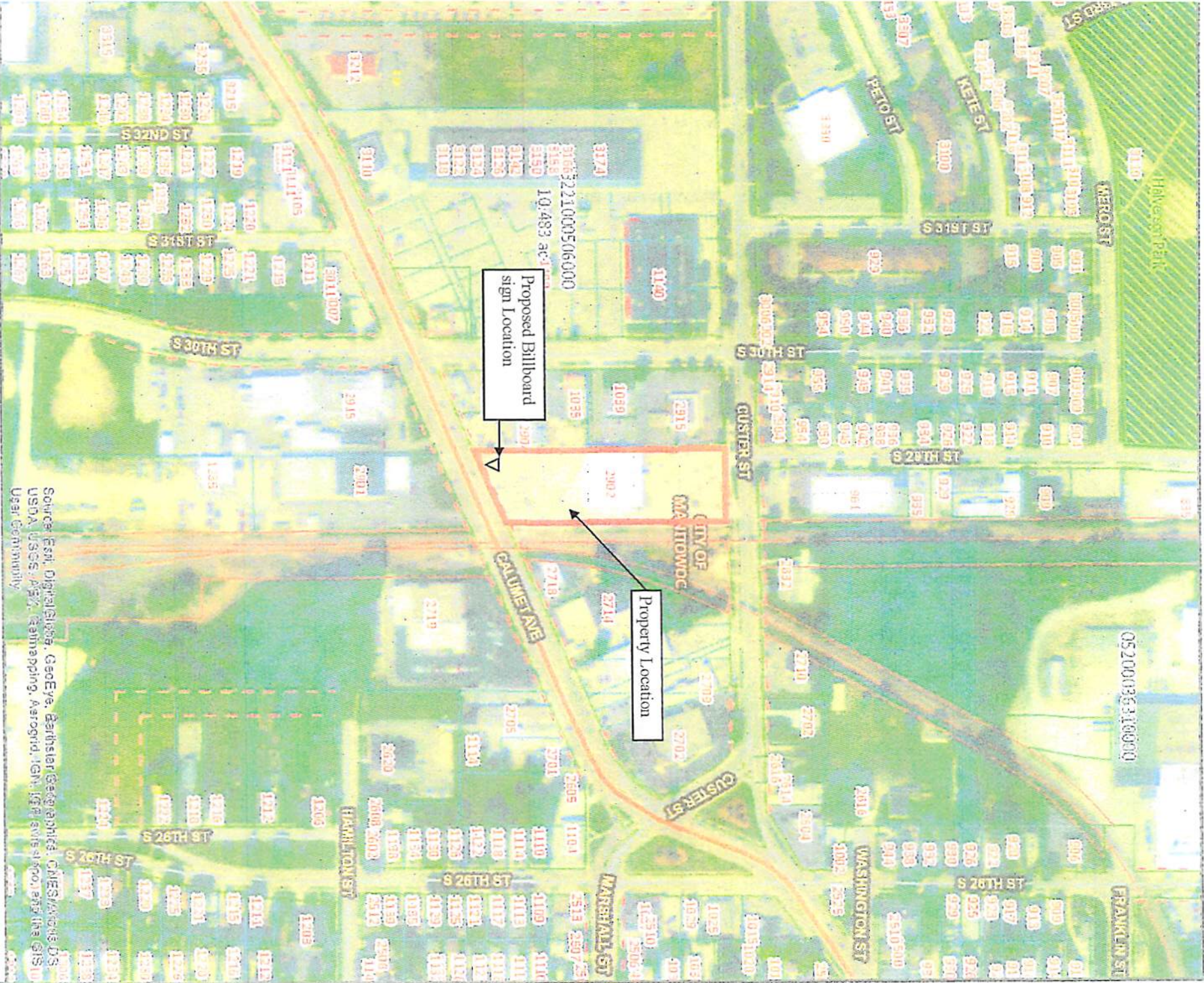
**SIGN PERMIT APPLICATION • 15.450** (REVISED 03-May-2011)

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 <b>SIGN ME UP OUTDOOR ADZ</b>		Address <b>311 FOREST AVE SHEB. FALLS, WI</b>		Telephone <b>920-550-0009</b>
Tenant's Name <b>NORTHLAND ASSOCIATES</b>		Address <b>100 MARSHME DR SUITE 36</b>		Telephone <b>920-680-0307</b>
Contractor's Name <b>SIGN ME UP OF WI, LLC</b>		Address <b>311 FOREST AVE SHEB FALLS, WI</b>		Telephone <b>920-550-0009</b>
Project Location <b>2902 CALUMET AVENUE</b>			Sign Cost <b>(\$90,000.00)</b>	Zoning District <b>I-2</b>
1) DIMENSIONS OF SIGN Width <b>24'</b> x Height <b>12'</b> = Area <b>288</b> SF				
2) ELEVATION North _____ South _____ <input checked="" type="checkbox"/> East <input checked="" type="checkbox"/> West _____			3) FACES _____ No. of Faces <b>2</b>	
4) ILLUMINATION <input checked="" type="checkbox"/> Internal <input checked="" type="checkbox"/> External		4-A) ELECTRICAL CONTRACTOR - WI STATE MASTER & MANITOWOC CITY LICENSE Name: <b>BACKUS Electric</b> Phone: _____		
5) TYPE OF SIGN <input checked="" type="checkbox"/> Ground Sign _____ Wall Sign _____ Window Sign _____ Awning / Canopy _____ Face Change _____ <input type="checkbox"/> Projecting Sign / Awning / Canopy _____ Temporary _____ <input checked="" type="checkbox"/> Animated (Fixed) _____ Animated (Moveable) _____				
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated <b>W24</b> x H <b>12</b> = <b>288</b> SF ( <b>Billboard</b> ) Animated <b>W24</b> x H <b>12</b> = <b>288</b> SF ( <b>Billboard</b> )			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 <b>18'</b> Clearance between bottom of the sign and the ground <b>30'</b> Overall sign height <b>8'</b> Setback from street Right of Way <b>70'</b> 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 <b>N/A</b> 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). <input checked="" type="checkbox"/> Certificate of Liability Insurance (sign contractor, unless current copy is on file). <b>N/A</b> 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 \$ _____



# Manitowoc County Easy Access Viewer



Proposed Billboard sign Location

Property Location

Source: Esri, DigitalGlobe, GeoEye, Earthstar/GeoAnalytics, CNES/Airbus DS, USDA, USGS, AeroVIG, Bing, IGN, Intermap, Inc., iFly, Swire, Spot, IGN, the GIS User Community

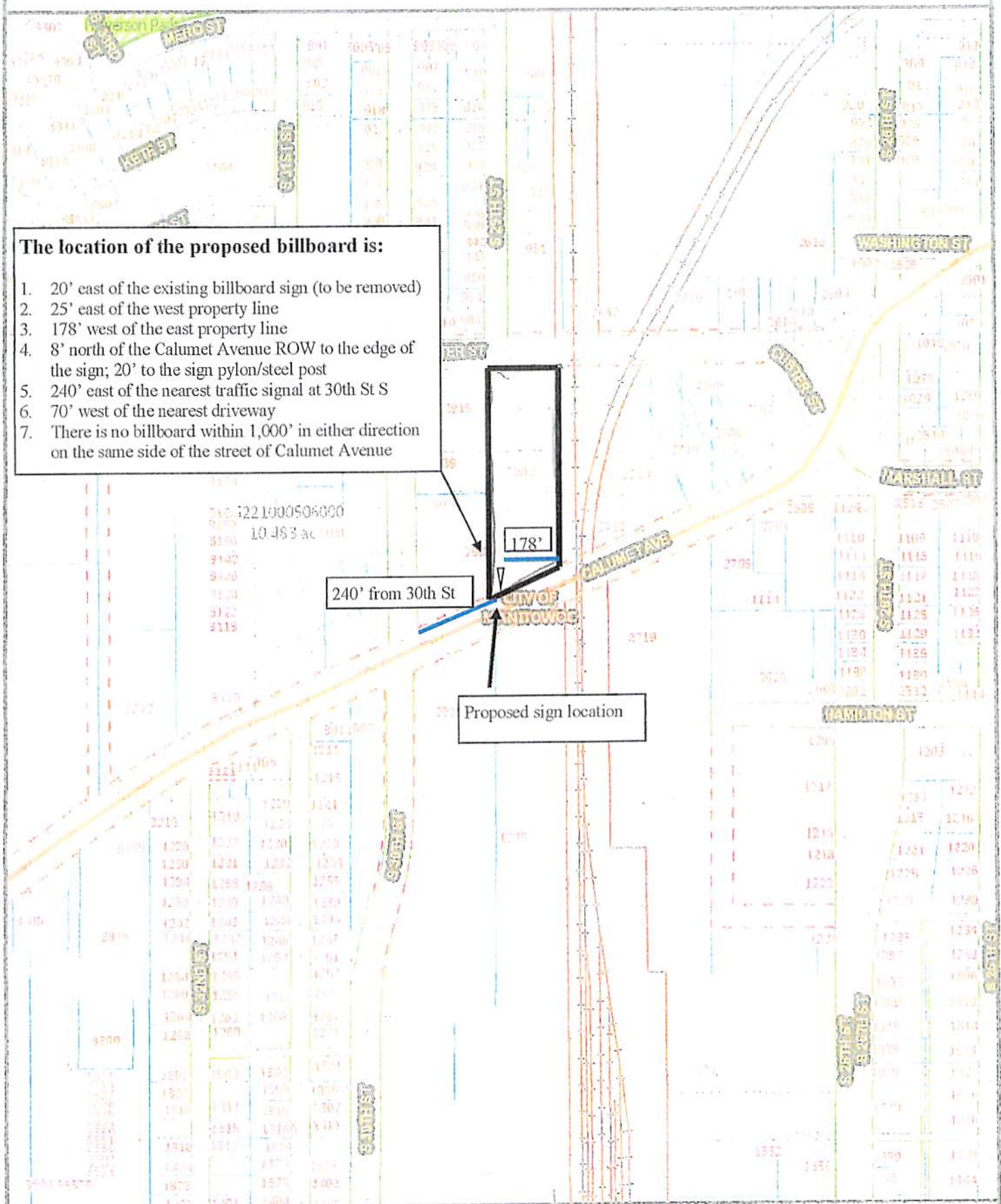
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# SITE PLAN for Proposed Billboard at 2902 Calumet Avenue

**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



240' from 30th St

178'

Proposed sign location







Existing sign to be removed

20' East

Proposed new billboard location

18' clearance



# Manitowoc County Easy Access Viewer



I-2 Zoning District

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, Aero, Remapping, AeroGRID, IGN, IGR, swisstopo, and the GIS User Community

Author:  
Date Printed: 11/9/2015



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