

Report to the Manitowoc Plan Commission

Meeting Date: July 25, 2018

Report Print Date: 7/20/2018 11:47 AM

Request: PC 28-2018: DJP Properties, LLC d.b.a Rummele's / Sign Me Up: Request for an Animated Billboard located at 4101 Calumet Avenue.

Reason for Request: The Plan Commission must issue a Special Permit for the Placement of a Billboard pursuant to 15.450(14)h of the Zoning Code

Existing Land Use for Subject Property: Business / Retail

Existing Zoning for Subject Property: B-3 General Business Proposed to be rezoned to C-1 Commercial.

Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
West, East and South	Former Char-Coal Grill, Wal-Mart, Office-Max	B-3 General Business
North	Car dealership	C-1 Commercial

Report: This request for an animated billboard is related to the Pahmeier's / Rummele's request for a change in zoning from B-3 General Business to C-1 Commercial. Billboards are not allowed in the B-3 district and that is the reason for the rezoning request to C-1. If the rezoning to C-1 is not approved by the Common Council the request for the billboard is void because billboards are not allowed in the B-3 General Business district.

The permit for the billboard will not be issued until the ordinance for the rezoning is published in the newspaper; August 28th is the anticipate publication date for the ordinance if everything stays on schedule.

Sign Me Up on behalf of Rummele's is requesting a Special Permit from the Plan Commission for the placement of a double sided 12' x 24' animated billboard located at 4101 Calumet Avenue.

Below in italics is text from the sign ordinance dealing with billboards. Comments in bold are regarding this billboard request.

15.450(14)h Permitted Signs A maximum of two off-premises or billboard signs per property may be permitted upon approval of the City Plan Commission provided the signs meet all of the following requirements:

*A. Is not within 150 feet of a Residential Zoning District; **billboard is compliant***

*B. Does not face residences located in, or adjacent to, a Residential Zoning District; **billboard is compliant***

*C. Does not exceed a total area on each face of 500 square feet, and is not within 1,000 feet of an existing off-premises or billboard sign located on the same side of the same street from which said sign is intended to be read; **billboard is compliant, area of billboard is 288 s.f., nearest billboard is located at 3949 Calumet is greater than 1,000 feet away.***

*D. 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 to be located; **billboard is compliant***

*E. Does not obstruct, obscure, or otherwise physically interfere with the line of sight or the ability to visually see an official traffic sign, signal or device, or obstruct or physically interfere with the driver's view of approaching, merging or intersecting traffic; and **billboard is compliant***

*F. Does not result in adverse effects upon neighboring properties or the health, safety and general welfare of the public. **billboard is compliant***

Community Development staff will work with the owner and sign contractor to finalize the landscaping plan which requires a landscaped area below the sign equal or greater than 2 times the size of the billboard.

The billboard is approximately 165' away from the nearest signal light located at the southeast corner of Calumet Avenue and Grand Avenue.

Case History The request for the animated billboard is dependent on the property being rezoned to C-1 Commercial.

Compliance Analysis If the zoning is changed to C-1 Commercial the animated billboard meets all of the requirements of the Sign Ordinance.

Recommendation: The Community Development Department recommends issuance of the Special Permit for the Animated Billboard pursuant to all requirements of the Sign Ordinance with said permit being issued only after the zoning is changed to the C-1 Commercial District.



July 11, 2018

Mr. Paul Braun
City of Manitowoc
900 Quay Street
Manitowoc, WI 54220-4543

Dear Paul,

Enclosed is a proposed sign permit application for a fixed animated billboard sign to be constructed at 4101 Calumet Avenue on the property owned by DJP Properties, LLC (Rummele's Jewelers). 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. Both the east and west-facing signs will be fixed animated signs.
- The edge of the proposed sign is approximately 5' from the ROW of Calumet Avenue, 50' from the west property line, 188' west of the east property line, and 5' west of the rear drive thru area. See attached site plan.
- The location is not within 1,000' of another billboard on the same side of the same street
- If approved, the property will be zoned C-1 and the signs will not face any residential district.
- As this proposed sign is located in a Business/Commercial 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' (188') to the intersection of Calumet and Grand Avenue.
- 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 sign structure will back to back sign faces, not stacked sign faces in a "V" formation.
- 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 July Planning Commission agenda if applicable, and call me if you have any questions or need additional information.

I look forward to working with you on this project,



Paul Radermacher
Sign Me Up!



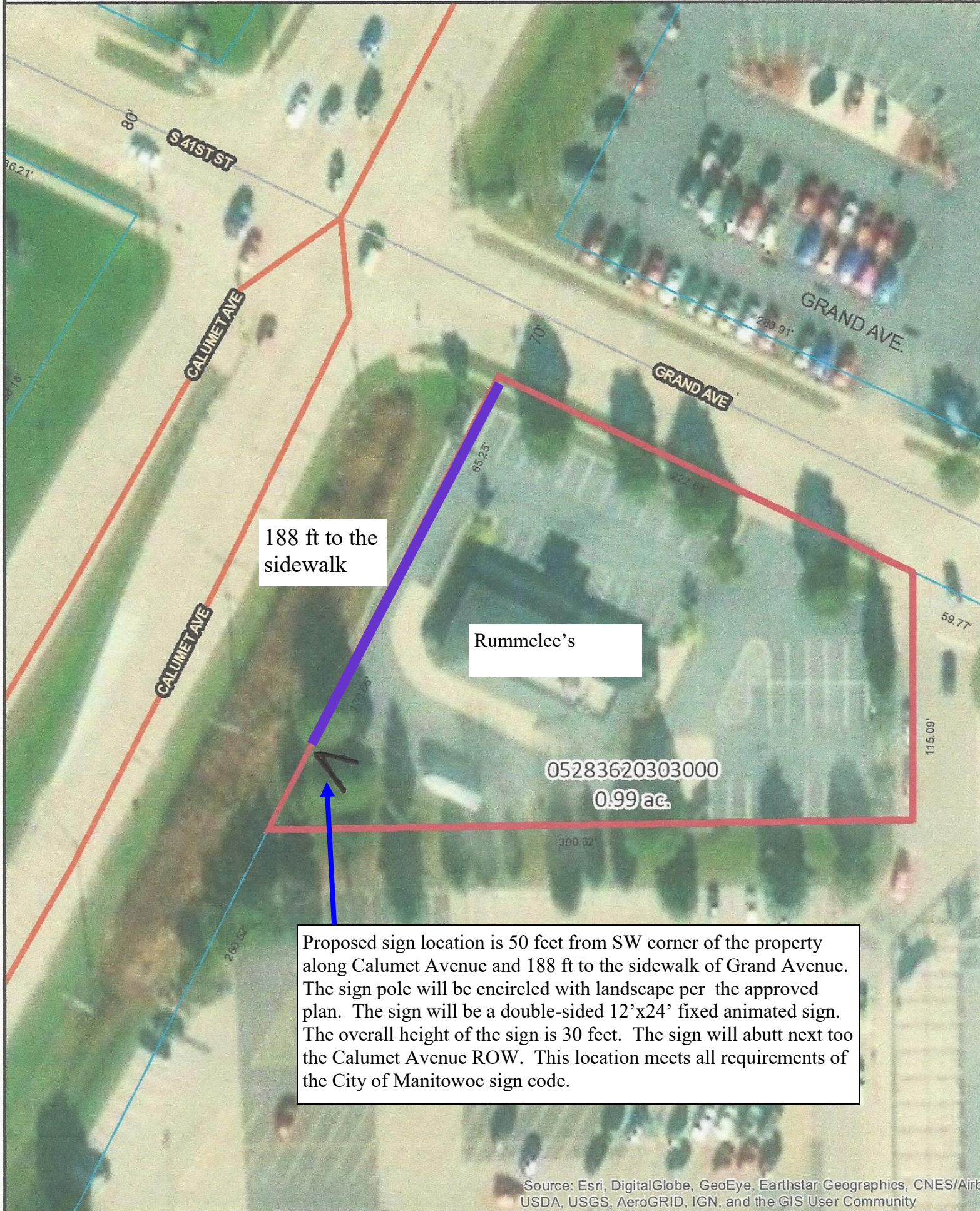
SIGN PERMIT APPLICATION • 15.450 (REVISED 05-May-2011)

BUILDING INSPECTION • CITY HALL • 900 QUAY STREET • MANITOWOC, WI 54220

(920) 686-6940 Phone • (920) 686-6949 Fax • buildinginspection@manitowoc.org

Owner's Name <u>DSP Properties, LLC</u>		Address	Telephone
Tenant's Name <u>Kometec's Jewelry</u>		Address <u>4101 Calumet Avenue</u>	Telephone
Contractor's Name <u>SIGN ME UP of WI, LLC</u>		Address <u>311 Forest Ave Sheboygan Falls 53081</u>	Telephone <u>920-550-0009</u>
Project Location <u>4101 Calumet Avenue</u>		Sign Cost (\$) <u>100,000.00</u>	Zoning District <u>C-1</u>
1) DIMENSIONS OF SIGN Width <u>24</u> x Height <u>12</u> = Area <u>288</u> SF			
2) ELEVATION North _____ South <u>X</u> East <u>X</u> West _____		3) FACES <u>2</u> No. of Faces	
4) ILLUMINATION Internal <u>X</u> External _____		4-A) ELECTRICAL CONTRACTOR - WI STATE MASTER & MANITOWOC CITY LICENSE Name: _____ Phone: _____	
5) TYPE OF SIGN <u>X</u> Ground Sign _____ Wall Sign _____ Window Sign _____ Awning / Canopy _____ Face Change _____ Projecting Sign / Awning / Canopy _____ Temporary _____ <u>X</u> Animated (Fixed) _____ Animated (Moveable)			
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated W _____ x H _____ = _____ SF (_____ %) Animated W _____ x H _____ = _____ SF (_____ %)		5-B) ANIMATED SIGNS - STAND ALONE Animated W <u>24</u> x H <u>12</u> = <u>288</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 <u>18'</u> Clearance between bottom of the sign and the ground <u>30'</u> Overall sign height <u>5'</u> Setback from street Right of Way <u>190'</u> 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. <u>18</u> Width x <u>8</u> Height = <u>144</u> Area SF <u>on-premise Ground SIGN</u> 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). <u>N/A</u> <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 \$ _____			

Manitowoc County Easy Access Viewer



188 ft to the
sidewalk

Rummelee's

05283620303000
0.99 ac.

Proposed sign location is 50 feet from SW corner of the property along Calumet Avenue and 188 ft to the sidewalk of Grand Avenue. The sign pole will be encircled with landscape per the approved plan. The sign will be a double-sided 12'x24' fixed animated sign. The overall height of the sign is 30 feet. The sign will abutt next too the Calumet Avenue ROW. This location meets all requirements of the City of Manitowoc sign code.

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

Author:



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