

Report to the Manitowoc Plan Commission

Meeting Date: July 25, 2018

Report Print Date: July 20, 2018; 8:25 AM

Request: PC 14-2018: Request for a Change in Zoning from B-3 General Business to C-1 Commercial to allow for the Placement of a Digital Billboard Located at Rummele's Jewelers - 4101 Calumet Avenue

Reason for Request: David and Steve Pahmeier, owners of Rummele's Jewelers would like to construct an animated billboard on their property; but off – premise billboards are not allowed in the B-3 General Business District requiring a zone change to C-1.

Existing Land Use for Subject Property: Business / Retail

Existing Zoning for Subject Property: B-3 General Business

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

Comprehensive Plan: The future land use map classifies the area as General Business. The proposed C-1 district is a permitted zoning district in the General Business category so the rezone request is consistent with the future land use map.

The zoning is consistent but the reason for the rezone is not consistent with the Policies section of the Economic Development Goals, Objectives, and Policies (Chapter 7) portion of the Comprehensive Plan item "e." states "Continue to enhance and beautify the streetscapes along major corridors and community gateways, particularly Calumet Ave. (USH 151), Washington St., and Waldo Blvd".

Item "m." of the same section states: "Over time, and as budgets allow, develop and implement a Calumet Ave. (USH 151) beautification program, including burying overhead utilities, widening terrace areas, renovating curbs and sidewalks, installing new overhead light fixtures, and landscaping and planting of street trees."

Report: This topic was discussed at May's Plan Commission meeting. The current B-3 General Business Zoning District does not allow off-premise/billboards so the Pahmeiers in partnership with Sign Me Up are requesting a zone change to C-1 Commercial which would allow billboards. After the zone change the owners would be requesting a special permit for a two sided billboard, one side would be animated the other would be static. At the May meeting

the Plan Commission seemed to be in general support of the zone change request, no formal action was taken at the May Commission meeting.

The current jeweler store use is allowed in both the B-3 and C-1 districts. In addition to the C-1 district allowing billboards and the jewelry store the district will also allow a wider range of uses such as Contractor offices or shops, outside sales, motor vehicle sales, and motor vehicle service.

The property (Parcel # 836-203-030) is 0.99 acres with 235.91 feet of frontage along Calumet Avenue and 222 feet along Grand Avenue. The original use of the building was for a Fazoli's restaurant.

Per the Sign Code, billboards require a 1,000 foot separation distance from any existing billboard located on the same side of the same street from which said sign is intended to be read. The southwest corner of the Rummele's lot is more than 1,000 feet from the nearest existing billboard, which is located at 3949 Calumet Avenue. The request for an animated billboard will be a separate Plan Commission item.

To be consistent with the recommendation at the May Commission meeting the Community Development will be recommending not approving the rezone request due to the consistency with the Comprehensive Plan's goal of beautification of the Calumet Avenue corridor.

Case History: At the May Plan Commission the topic was discussed conceptually, the May Minutes are attached.

Staff Recommendation: The Community Development Department recommends against rezoning the property which would allow for the erection of a billboard based on the policies and recommendations of the Comprehensive Plan. The current retail use is permitted in the B-3 district. The Department has also been working on a Sign Ordinance update in the past with some of the major driving forces being the reduction of signage, enhancing aesthetics and general "beautification" of the Calumet Avenue corridor.

Based on the discussion from the May Plan Commission meeting the following recommendation is anticipating that the Plan Commission will recommend approval of the change in zoning request.

Plan Commission Recommendation: The Plan Commission recommends approval of the rezoning request from "B-3" General Business to "C-1" Commercial District and instructs the City Clerk to call for a public hearing before the Common Council.

**APPLICATION FOR AMENDMENT TO
ZONING ORDINANCE DISTRICT MAP
City of Manitowoc, Wisconsin
(REV. 1/11)**

Date: 6-9-2018

Honorable Mayor and Common Council
Manitowoc Municipal Building
900 Quay Street
Manitowoc, Wisconsin 54220-4543

Attention: City Clerk

The undersigned owner (contract owner) of property described herein petitions your Honorable Body to amend the Zoning Ordinance District Map of the City of Manitowoc by reclassifying from the B-3 GENERAL BUSINESS District to the C-1 COMMERCIAL District the following described property.

I. LOCATION OF PROPERTY

- A. Street Address: 4101 CALUMET AVENUE - RUMMELE'S Jewelry
- B. Legal Description of Property: Parcel PIN # 05283620303000
PT W 1/2 NW 1/4 COM INTERLINE CALUMET AV & S LINE GRAND
AVE THENCE E 222.64', S 115.09', W 300.62' NE 235.91' TO
PUB SEC 36-19-23
- C. Small Scaled Map of Property (attached to this application).

II. REASON FOR ZONE CHANGE REQUEST

TO ALLOW FOR MORE FLEXIBILITY INCLUDING THE ADDITION OF
A FIXED ANIMATED ADVERTISING SIGN.

III. PROPOSED USE OF PROPERTY

- A. Preliminary site plan or sketch subdivision drawn to scale (see attached map). N/A
- B. Specifics of proposed use of the subject site are:
(i) Residential-Number of living units:
(ii) Non-residential-Square feet of building(s):
(iii) Non-residential-Type of Development:
(iv) Number of parking spaces to be provided:
(v) Number of Employees:

IV. IMPACTS UPON CITY

- A. Any need for traffic or street changes, utility or street extensions, signalization, etc. (please specify) NO
- B. Conformance with City Comprehensive Plans (please specify) _____
- C. Impacts upon surrounding properties (please specify) NONE
- D. Estimated cost of construction/rehabilitation and net increase in real estate taxes (please specify) NONE
- V. **ESTIMATED TIMING OF PROPOSED USE/RE-USE OF PROPERTY** (please specify) IMMEDIATE

VI. FILING FEE AND COST OF LEGAL NOTICES

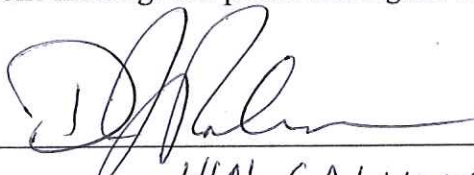
The required \$350.00 filing fee is enclosed. Furthermore, I understand I am responsible for the prompt payment of the actual cost of published legal notices required to process this application.

Kindly inform me of the times and dates of the public meetings and public hearings at which this request will be discussed and possibly taken action on.

Sincerely,

Property Owner's Signature (required):

Mailing address:

 **DAVID J. PATHMETER**
4101 CALUMET AVE
MANITOWOC

Contract Purchaser's Signature (if applicable):**

Mailing address:

N/A

**Please provide a copy of an executed "Offer to Purchase" to the City Planning Department under separate cover.

Attachments

*Map of property to be changed in zone

*Preliminary site plan

*Filing fee

Y:\Dave\WPFILES\zoning application 1-11.wpd

Moved by Muenzenmeyer, seconded by Diedrich, to approve the sale of the lot with the City Attorney's Office and other City Staff to proceed with any steps required to coordinate the sale. The motion carried by the following vote:

Aye: 5 - Brey, Diedrich, Mayor Nickels, Member Koski and Member Muenzenmeyer

VI. OLD BUSINESS

VII. NEW BUSINESS

ROLL CALL

D. Steinbrenner arrives at 6:50 PM

Present: 6 - Jim Brey, Dave Diedrich, Mayor Nickels, Dan Koski, Jim Muenzenmeyer and Dennis Steinbrenner

Absent: 2 - Daniel Hornung and Peter Dorner

18-0521

PC 14-2018: Discussion Regarding a Potential Rezoning from B-3 General Business to C-1 Commercial to allow for the Placement of a Digital Billboard Located at Rummele's Jewelers - 4101 Calumet Avenue.

Mayor Nickels introduced the discussion regarding a potential rezone from B-3 General Business to C-1 Commercial business for a property located at 4101 Calumet Avenue, also known as Rummele's Jewelers owned by David and Steve Pahmeier. Mayor Nickels reiterated the topic is being brought to Plan Commission for discussion reasons only.

Mayor Nickels stated the Pahmeiers are interested in erecting an animated billboard sign on their property. Though the sign would comply with the sign code regarding billboard signs in the City, they would need to rezone the property from a B-3 to a C-1.

Mayor Nickels called D. Pahmeier, S. Pahmeier, and P. Radermacher from Sign Me Up to the table to provide some back ground on the proposed sign.

After some discussion it was determined that the Plan Commission would consider the proposed rezone for the purpose of allowing a billboard on the property.

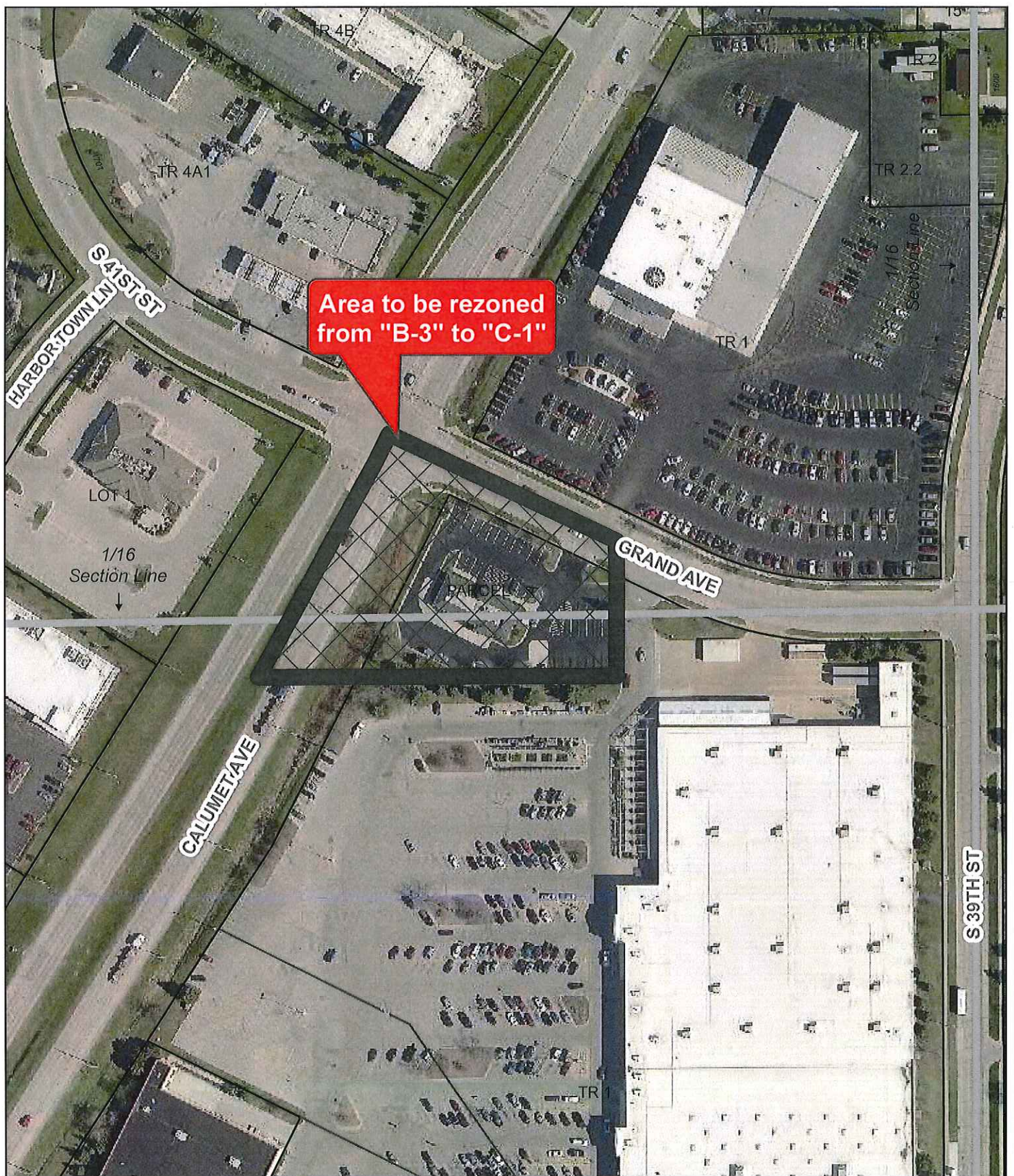
This item was discussed. No action taken.

18-0522

PC 19-2018: Bay Pointe Developers II, LLC - Concept Plan for the Former Elks Club Property.

Mayor Nickels introduced the topic to the Plan Commission and audience stating that the item is for discussion only and that there will be many future public meetings to apprise the neighbors of what is going on.

MAY PLAN
COMMISSION
MINUTES



Prepared by City of Manitowoc
Planning Department

www.manitowoc.org

Map Plotted: 05/14/2018

Y:\Planning\PC Plan Commission\Actions 2018\PC 14-2018

Rummeles Rezone\ PC 14 2018 Rummeles


DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This information is not intended for legal, survey, or other related uses. Please obtain the original recorded documents for legal or survey information.

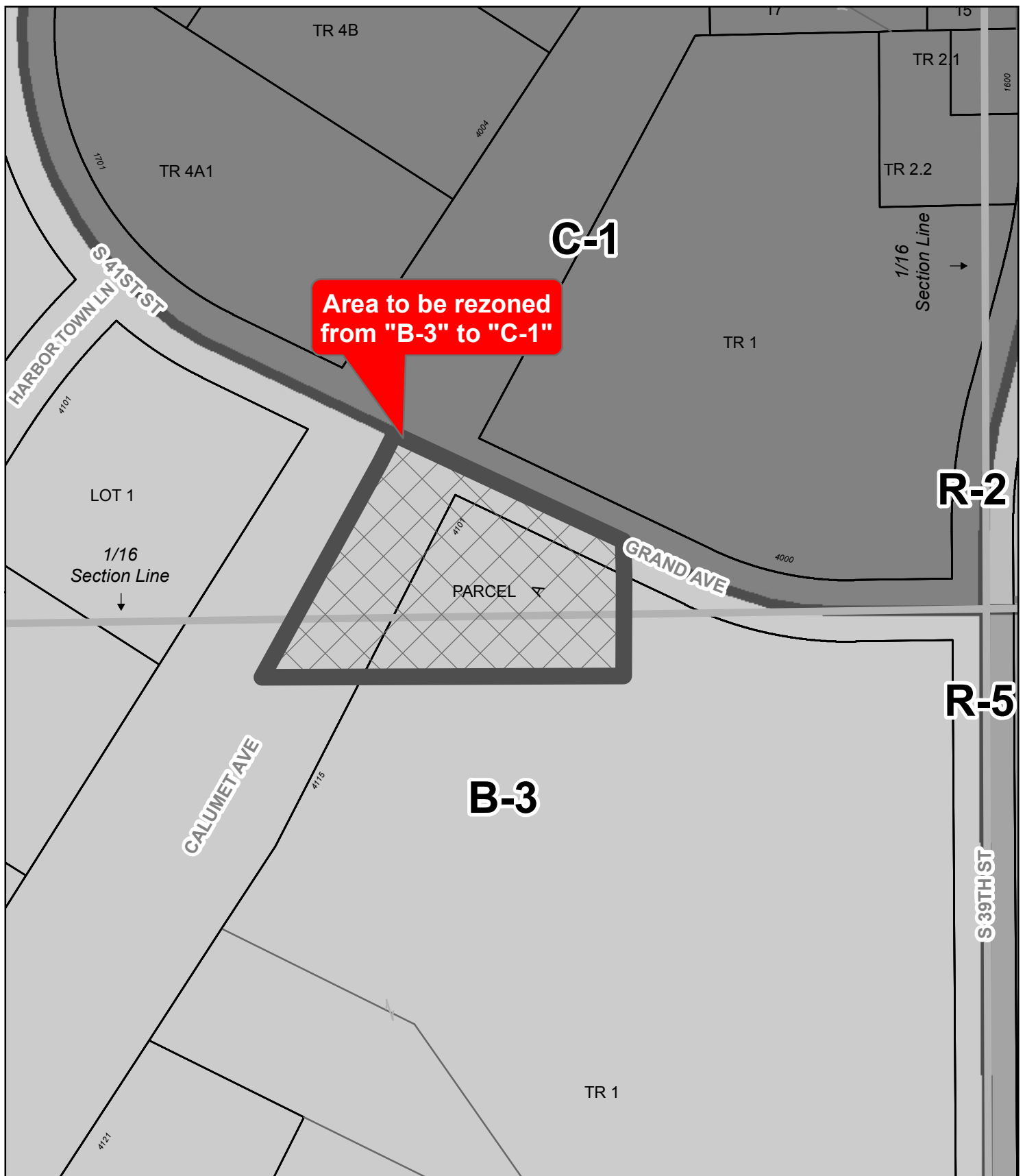
Request to Rezone Property from "B-3"
General Business District
to "C-1" Commercial

0 75 150 300
Feet

PC 14-2018
Rummele's Rezone

Legend

 Area of Request for Rezone



Prepared by City of Manitowoc

Planning Department

www.manitowoc.org

Map Plotted: 05/14/2018

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Rummeles Rezone\ PC 14 2018 Rummeles

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