

## Report to the Manitowoc Plan Commission

**Date:** October 28, 2015

**Request:** PC31-2015 Holy Family Hospital; Request to Replace an Existing Animated Sign Pursuant to 15.450(18) of the Municipal Code.

**Reason for Request:** Animated signs require the issuance of a Special Permit by the Plan Commission per section 15.450(18)e.

**Existing Land Use:** Sign is located in the air space of the S. 21<sup>st</sup> Street right of way.

**Existing Zoning:** The location of the animated sign is split by two zoning districts: I-2 Heavy Industrial and B-1 Office Residential.

**Comprehensive Plan:** Not applicable

**Report:** Holy Family Hospital (HFM) is requesting the Plan Commission to issue a Special Permit for two animated sign faces. HFM would like to replace two existing animated sign faces which were erected in 2004 prior to the current Animated Sign Code being in existence. The existing animated signs are considered to be legal non-conforming. Section 15.450(18)c(5) classifies all signs erected prior to the animated sign code adoption date as legal and non-conforming.

The signs are located in the air space of the S. 21<sup>st</sup> Street right of way on the north and south facades of the existing skywalk. In April 2004 the Common Council granted to HFM an Air Rights Lease granting permission to construct the walkway/skywalk over the S.21<sup>st</sup> Street right of way; included in the lease, HFM was allowed to erect some signage.

The animated signs are 11 years old and are in need of maintenance or repair due to the aging components. HFM's sign contractor; Kieffer & Company was planning on replacing the failing components but discovered that there were not enough parts available due to the age of the sign. The lack of replacement components has caused HFM to look into replacing the old signs with a new ones.

The new animated signs each would be approximately 101 square feet which is a smaller than the existing sign faces which are 112 square feet; in 2004 there were no regulations in regards to animated signs. The current animated sign code which was adopted after the HFM animated sign was originally erected limits animated sign area to 30 square feet. The proposed animated signs would be color. The signs are split between the B-1 and I-2 zoning districts and both districts allow animated signs up to a maximum of 30 square feet.

The Plan Commission must decide if they would like to issue HFM the Special Permit for an oversized animated sign which would be replacing an existing animated sign that was conforming at the time of its construction but due to the lack of replacement parts a new sign is required.

**Recommendation:** Staff recommends to the Plan Commission to issue a Special Sign Permit granting HFM the authorization to replace the existing two animated sign faces on the S. 21<sup>st</sup> Street skywalk with two new animated signs pursuant to the renderings and specifications provided in the sign application after the following steps have been completed: i) issuance of all permits, ii) provide certificates or proof of insurance acceptable to the City Attorney for the placement of the signs in the S.21<sup>st</sup> Street air space, and iii) provide documentation that the sign contractor has contacted the Department of Public Infrastructure to coordinate traffic control while the new signs are being erected.



October 5, 2015

15-1115

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

RE: Holy Family Health Center / Animated Sign

Dear Mr. Braun,

Holy Family Hospital is requesting a permit to replace the existing electronic message centers (Animated Signs) located on their skywalk over 21<sup>st</sup> Street in Manitowoc.

When the original signs were installed there were no guidelines for the size of these signs. Since then an ordinance has been enacted restricting the size to 30 square feet. Holy family is looking to replace the signs with the exact sized sign which is approximately 102 square feet.

Back in June of 2014 Kieffer surveyed these signs with the intention of repairing / replacing the lighting and circuit boards in the signs. The signs required extensive work including 100's of "pixels" to get the signs in working condition. Kieffer presented a quotation of approximately \$27,000 to repair the sign. However, when we tried to order the materials from the original manufacturer we were told that because the signs were so old they did not have enough inventories to cover the repairs and that the parts we needed were no longer being manufactured.

Holy Family was more than prepared to spend a great deal of money to keep these signs working, but due to the age of the signs, this is no longer an option. We then prepared a new quotation to replace the signs with brand new displays that are the same size as the existing.

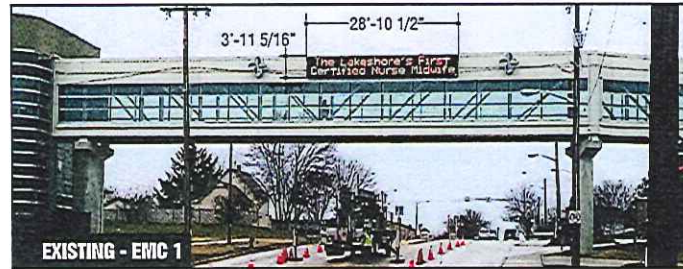
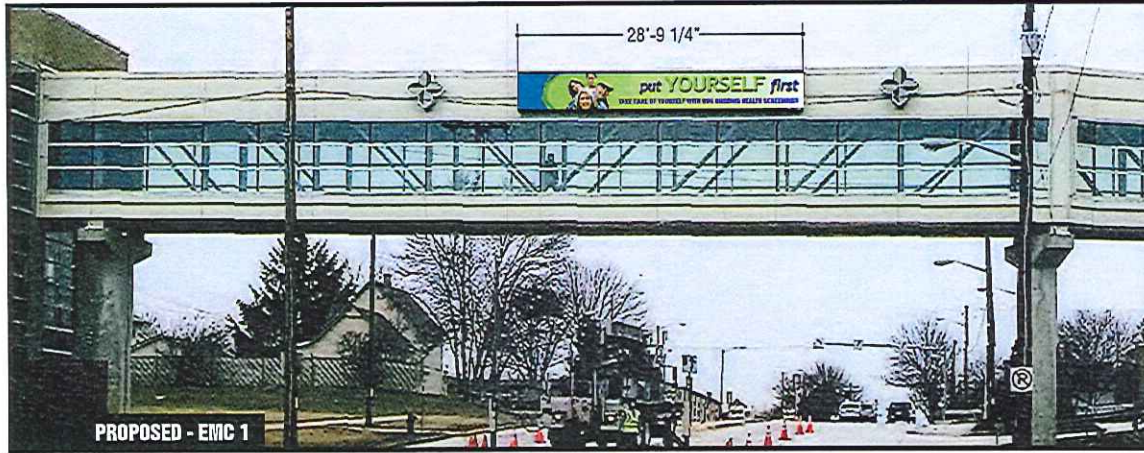
We are asking the City of Manitowoc to consider these circumstances when reviewing the status of these animated signs.

I look forward to the opportunity to discuss this further at the next Plan Commission Meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "John McCarthy", is written over the typed name.

John McCarthy  
Kieffer & Co., Inc



(2) NEW S/F ELECTRONIC MESSAGE CENTERS TO REPLACE EXISTING - SEE DRAWING #B69165A FOR SPECIFICATIONS



**Holy Family Memorial**  
 (2) New S/F EMCs to Replace Existing

ACCOUNT: Holy Family Memorial  
 LOCATION: Manitowish, WI  
 ACCT. REP: J. McCarthy DESIGNER: KB  
 DATE: 07/30/15 All items checked to Order

**B69165**

COMPANION FILES

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 PRODUCTION PROCESSING  
 Job # \_\_\_\_\_  
 -001 \_\_\_\_\_  
 -002 \_\_\_\_\_  
 -003 \_\_\_\_\_

REVISION:

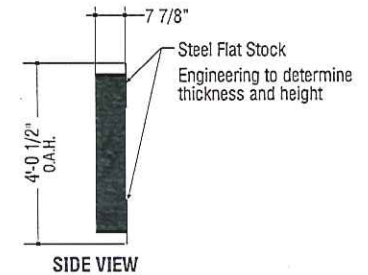
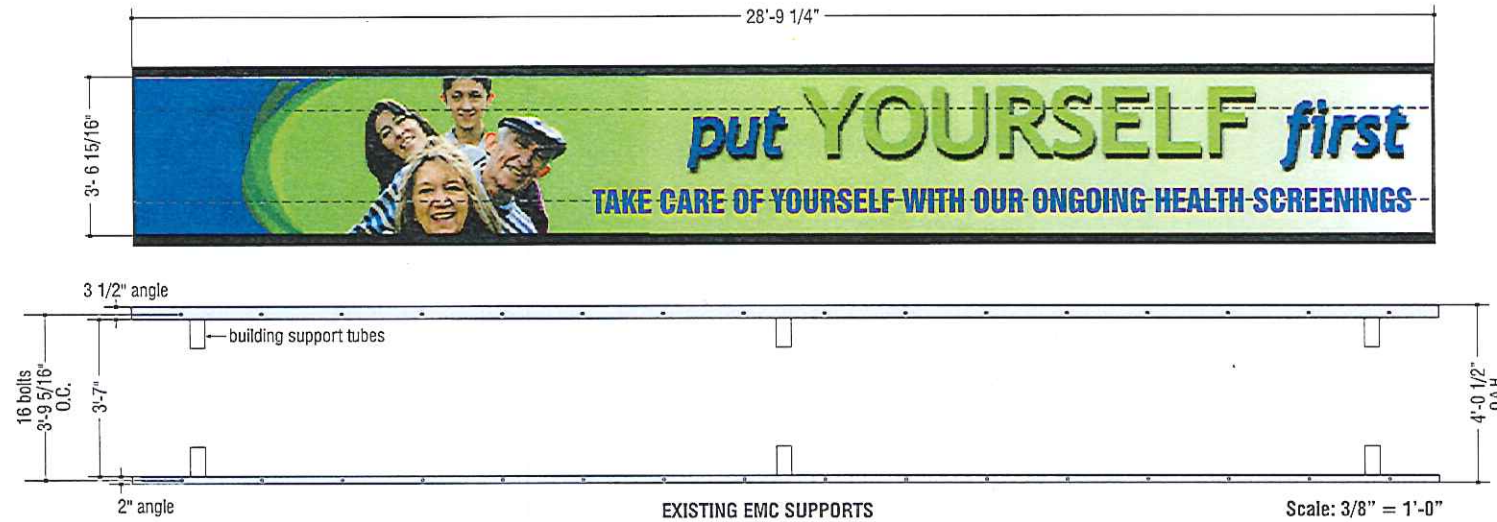
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INITIALS & DATE:

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**Kieffer**  
 & CO., INC.

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 PHONE: (920) 458-4394 FAX: (920) 451-3362  
 www.kieffersigns.com



**GENERAL SPECIFICATIONS**

( 2 REQUIRED) NEW S/F Electronic Message Centers to replace existing.  
 INF-20-RGB-Z-P-S, 20mm displays, 48 x 432 matrix.  
 Flat stock continuous steel at top and bottom of EMC for mounting, painted to match EMC cabinet.



**Holy Family Memorial**  
 (2) New S/F EMCs to Replace Existing

ACCOUNT: Holy Family Memorial  
 LOCATION: Manitowish WI  
 ACCT. REP: J. McCarthy DESIGNER: KB  
 DATE: 07/30/15 All boxes checked to Enter Order  
**B69165A**

COMPANION FILES	REVISION:	INITIALS & DATE:
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PRODUCTION PROCESSING	△ -	-
J19 #	△ -	-
-01	△ -	-
-02	△ -	-
-03	△ -	-



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# 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](http://www.manitowoc.org)

Owner's Name <b>Holy Family Memorial</b>		Address <b>2300 WESTERN AVE</b>	Telephone <b>920-320-2312</b>
Tenant's Name		Address	Telephone
Contractor's Name <b>KIEFFER &amp; CO</b>		Address <b>3322 WASHINGTON AVE SHEBOYGAN WI, 53081</b>	Telephone <b>920-458-4394</b>
Project Location <b>2300 WESTERN AVE</b>		Sign Cost (\$) <b>70,000</b>	Zoning District
1) DIMENSIONS OF SIGN Width <b>28'-9 1/4"</b> x Height <b>3'-6 15/16"</b> = Area <b>101</b> SF			
2) ELEVATION North <input checked="" type="checkbox"/> South <input checked="" type="checkbox"/> East _____ West _____		3) FACES <b>1 PER SIGN</b> 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 <input checked="" type="checkbox"/> 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 _____ x H _____ = _____ SF ( _____ %) Animated W <b>28'-9"</b> x H <b>3'-6"</b> = <b>101</b> SF ( _____ %)		5-B) ANIMATED SIGNS - STAND ALONE Animated W <b>28'-9"</b> x H <b>3'-6"</b> = <b>101</b> 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. <b>28'-9"</b> Width x <b>3'-6"</b> Height = <b>101</b> Area SF <b>ANIMATED WALL SIGN</b> Type <b>28'-9"</b> Width x <b>3'-6"</b> Height = <b>101</b> Area SF <b>ANIMATED WALL SIGN</b> 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.	