

Report to the Manitowoc Plan Commission

Meeting Date: February 28, 2018 **NOTE:** There was not a quorum for the Feb 28th meeting: the item was placed onto the March 28, 2018 Commission for formal action.

Report Print Date: February 23, 2018; 1:28 PM

Request: PC 5-2018 Sonnenburg Builders; Request for a Special Permit for an Animated Sign in a C-1 Commercial Zoning District located 2125 N. Rapids Road

Reason for Request: Creative Sign Company, on behalf of Sonnenburg Builders, would like to erect an animated sign on the site and in the C-1 Commercial District. Pursuant to section 15.450(18)b(1.)B. the Plan Commission shall be authorized to issue a Special Permit for the placement of an animated sign.

Existing Land Use for Subject Property: A building contractor’s shop, office and showroom occupy the building.

Existing Zoning for Subject Property: C-1 Commercial

Surrounding Property Land Uses and Zoning

| Direction | Existing Land Use | Existing Zoning |
|-------------------------|------------------------------|----------------------|
| North, South West | Vacant, business, commercial | B-3 General Business |
| East | Single and Two Family | R-6 Multiple Family |

Comprehensive Plan: Future Land Use Map indicates the property as General Business.

Consistency Analysis

Although § 66.1001, Wis. Stats. does not specifically require Special Use Permits to meet the “Consistency Requirement,” it is sound planning practice to consider the policies and recommendations of the Comprehensive Plan when reviewing such requests. Although the policies and recommendations of the Comprehensive Plan do not specifically address signage, the current use and animated sign are consistent with the other uses along the N. Rapids Road corridor.

Report: Sonnenburg Builders would like to remove an outdated manual reader board sign and replace it with a single faced animated sign; the sign would be legible to north bound vehicles (south-facing sign). In addition to the animated sign the owner will update the existing non-animated sign faces and repaint the sign structure.

Site Assessment: Sonnenburg Builders is located on the east side of N. Rapids Road south of Menasha Avenue, their property measures 1.357 acres with 211 feet of frontage. The proposed animated sign is 9’ 3” wide X 3’ 5” high for a total of 27’ 5” square feet. The sign code allows up to 30% of the existing non-animated sign square footage or 30 square feet maximum for animated signs.

Compliance Analysis: The site is located in the C-1 zoning district which allows for an animated sign to be erected. The following is a list of requirements for an animated sign that must be complied with or otherwise waived by the Plan Commission.

- A. 15.450(12)(j) ● *Maximum of one (1) on-premise ground sign per business or activity. Only one animated sign is proposed.*
- B. 15.450(14)(h)3. ● *"C-1" district allows for ground sign and animated signs pursuant to 15.450(18). Maximum total combined sf is 500sf. The proposed sign complies with this restriction.*
- C. 15.450(18)(g)6(A) ● *A minimum 100 feet of sight distance between existing single and two family residential uses and the sign. The sign does not face any residential uses.*
- D. 15.450(18)(g)9&10 ● *The animated portion of the sign shall not be within 100' of a signalized intersection. The sign is not within 100' of a signal, the nearest signal is approximately 850' away.*
- E. 15.450(18)(c)8. ● *Landscape requirement is applicable for this project. Two times the sign area. The owner is working with staff on a landscaping plan that meets the code.*
- F. 15.450(18)(h)2. ● *The animated portion of the sign shall not exceed 30% of any non-animated sign permitted or 30 sf/sign face. The sign does not exceed 30% of the non-animated signs and is 27.5 sf which is under the maximum allowable animated square footage.*

Recommendation: The Community Development Department recommends that the Commission issue the Special Permit for the animated sign as depicted in the sign application packet.



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

revised emailed permit regarding \$125.00 Fee

BLD-2018-00009

| | | |
|----------------------------------------------------------------------------------------|-----------------------------------------------|--------------------------------------------|
| Owner's Name Kevin & Kay Sonnenburg | Address 2125 N. Rapids Rd. | Telephone 920-684-3399 |
| Tenant's Name Sonnenburg Builders | Address 2125 N. Rapids Rd. | Telephone 920-684-3399 |
| Contractor's Name Creative Sign Co. Attn: Angie Behmke TERRI MOEN | Address 505 Lawrence Dr. De Pere, WI 54115 | Telephone O:920-336-8900 C:920-973-7446 |
| Project Location Main Pylon Sign at 2125 N. Rapids Rd. | Sign Cost (\$) 35,730.00 | Zoning District C-1 |

Plan Commission

1-24-18

1) DIMENSIONS OF SIGN
Width 9'3" x Height 3'5" = Area 27'5" SF

| | |
|----------------------------------------------------------------------|---------------------------------------|
| 2) ELEVATION North _____ South _____ East _____ West _____ | 3) FACES No. of Faces _____ |
|----------------------------------------------------------------------|---------------------------------------|

| | |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 4) ILLUMINATION <input checked="" type="checkbox"/> Internal <input type="checkbox"/> External | 4-A) ELECTRICAL CONTRACTOR – WI STATE MASTER & MANITOWOC CITY LICENSE Name: _____ Phone: _____ |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|

5) TYPE OF SIGN
 Ground Sign Wall Sign Window Sign Awning / Canopy Face Change
 Projecting Sign / Awning / Canopy Temporary Animated (Fixed) Animated (Moveable)

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated W <u>10'4"</u> x H <u>11'4.5"</u> = <u>132'8.5"</u> SF (_____ %) (NON-ANIMATED IS EXISTING) Animated W <u>9'3"</u> x H <u>3'5"</u> = <u>27'5"</u> SF (_____ %) (SINGLE SIDED ANIMATED SIGNS) | 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
10' 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.

| | |
|--------------------------------------------|------------|
| _____ Width x _____ Height = _____ Area SF | _____ 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

- _____ Site Plan. Dimensioned and indicating sign location and setbacks of the proposed sign or device.
- _____ Graphic rendering or drawing of the proposed sign or device indicating sign elevation (North, South, East, West).
- _____ Certificate of Liability Insurance (sign contractor, unless current copy is on file).
- _____ Approved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District).
- _____ Animated signs (please refer to attached handout for required attachments).

PYLON ALTS: OPT 4



504 Lawrence Dr., Dr. Para, WI 53115
7245-3316/4940 creative@creativesign.com

CLIENT: SONNENBURG BUILDERS
LOCATION: 2125 N RAPIDS RD MANITOWOC
DRAWN BY: AMANDA S
SALESPERSON: ANGIE B
DATE: 12/15/17
DESIGN #: D11155
PAGE: 4

| REVISION LOG: | INTL | DATE | DESCRIPTION |
|---------------|----------|------|----------------|
| AS | 12/18/17 | | SHOWRM, COLORS |

PYLON SIGN ALTERATIONS

QUANTITY: (1) EXISTING D/FILLUM PYLON SIGN
LIGHTING: RETRO FIT TO LED
CABINET: EXISTING
RETAINER: EXISTING
NEW FACES: LEXAN
GRAPHICS: CUT VINYL, 1ST SURFACE
FONT: HELVENICA NEUE BOLD

MESS CENTER: S/F 19MM COLOR WATCHFIRE
RF VS FIBER: BROADBAND COMMUNICATIONS
TEMP PROBE: YES

INSTRUCTION: SEE NOTES ON EXISTING VIEW.

COLORS:

- P-1 TO MATCH EXISTING PYLON COLOR C-2 WHITE
- V-3 3M TRAVIS 3530-049 BURGUNDY VINYL
- V-4 3M TRAVIS 3530-076 HOLLY GREEN VINYL
- V-5 3M TRAVIS 3530-087 BRISTOL BLUE VINYL

CUSTOMER SIGNATURE FOR DESIGN APPROVAL:

DATE



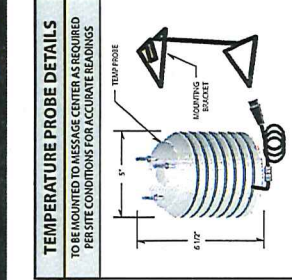
Remove existing faces & t-bar, install new lexan face.

Remove existing faces & t-bar, install new lexan face.

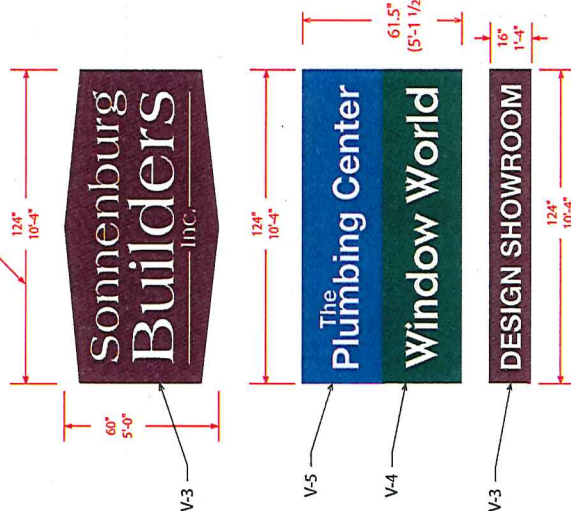
Remove existing face, repair retainers & install new lexan face.

Remove existing readerboard and install message center.

Re-paint entire pylon P-1 & retro fit all cabinets to LED.



ALL V.O. SIZES APPROX. UNTIL SURVEY



DETAIL VIEW
3 / SCALE: 1/4" = 1'

EXISTING PYLON COLOR
FACE, LOG & RETAINER & CABINET SIZES
3010
SURVEY
REQUIREMENTS



EXISTING VIEW
2 / N.T.S.



NIGHT VIEW
4 / N.T.S.

LOCATION VIEW (AFTER)
SCALE: 1/4" = 1'

CONCEPTUAL DRAWING ONLY - NOT FOR FABRICATION PURPOSES (SIZES ARE APPROX)

This is an original, unphotocopied drawing by Creative Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Creative Sign Co., Inc. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or published in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the expressed written consent of Creative Sign Co., Inc. is prohibited. Compatibility of surface materials and paints used. All sizes and dimensions are illustrated for clients conception of the project and are not to be understood as being exact size or exact scale.

N Rapids Rd

**ADIOUS
IN
E* THIS SIGN IS SINGLE SIDED.**

Sonnenburg Builders

Manitowoc
Animal Hospital

Remiker Ln

N Rapids Rd

Google

Builders
ids Rd
WI 54220

Sign Location

Sonnenburg Builders

Manitowoc
Animal Hospital

N Rapt