

Report to the Manitowoc Plan Commission

Meeting Date: August 28, 2019

Report Print Date: August 23, 2019; 3:23 PM

Request: PC 30-2019 Fox Communities Credit Union; Request for a Special Permit for an Animated Sign located at 4102 Calumet Avenue.

Reason for Request: Signs Plus on behalf of Fox Community Credit Union (FCCU) is requesting a special permit to erect an animated sign at 4102 Calumet Avenue (former Charcoal Grill site).

Existing Land Use for Subject Property: Currently vacant, former Charcoal Grill restaurant

Existing Zoning for Subject Property: B-3 General Business

Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
North, South, West & East	Mix of commercial, retail and business uses	B-3 General Business (south & west) C-1 Commercial (north & east)

Report: 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.

Fox Community Credit Union would like to reuse a portion of the former Charcoal Grill monument sign and place an animated and non-animated sign onto the existing ground monument sign. The animated sign will be a two sided mono-chrome sig.

The subject property is zoned B-3 General Business. Per the sign code “Animated signs shall be permitted in the “B-3” Zoning District, subject to compliance with the following conditions:

- A sight distance of at least 100 feet between any existing single- and two-family residential land uses as measured from the edge of the proposed animated sign to the lot line of such a residential land use;
- The animated portion of an animated sign shall not exceed 30 percent of any sign permitted for the same zoning district pursuant to subsection (14) of this section.”

The 100’ separation distance from a residential property is not relevant because there are no residences in the area. The animated sign is 11 s.f. which meets the 30 % allowable sign area.

- Animated signs shall not be within 100' of a signalized intersection. The Sign is within 70' of an existing signal light but due to the low height of the animated sign a conflict should not be an issue for drivers. In addition, the animated sign is also not in the same line of vision with the signal light. The animated sign for Manitowoc Shell is approximately 21 feet away from a signal light and the animated sign for Rummele's Jewelry store is approximately 45 feet from the a signal.

Per section 15.450(g)10 “ the City Plan Commission reserves the right to reduce or waive the 100-foot separation requirements hereunder based upon its evaluation of the proposed location of the sign, and a determination that the proposed sign will not promote visual clutter, will not have an adverse effect on nearby property, and will not create a safety hazard.”

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.

Site Assessment: The proposed animated sign will be located in the same location as the former Charcoal Grill monument sign. The animated sign will be approximately 70' away from a traffic signal light located at the southwest corner of S. 41st Street and Calumet Avenue. The animated portion of the sign will located below the FCCU non-animated sign at a height of approximately 8' feet off the ground. Other animated signs on the adjacent properties are either 21 or 45 feet from a signal light.

Recommendation: The Community Development Department recommends to the Plan Commission issuance of the Special Permit for the animated sign as depicted in the sign application packet and a waiver of the 100' separation distance to the signal light.

Owner's Name Fox Communities Credit Union	Address Calumet and 41 St.	Telephone 920-993-3767
Tenant's Name	Address	Telephone
Contractor's Name Signs Plus	Address 906 So. 26 St.	Telephone 920-686-1333
Project Location Calumet and 41 St.	Sign Cost (\$) 29,500.00	Zoning District B 3
1) DIMENSIONS OF SIGN Width <u>99"</u> x Height <u>39 3/4"</u> = Area <u>27</u> SF		
2) ELEVATION ___ North ___ South <u>X</u> East ___ West	3) ILLUMINATION ___ Internal ___ External <u>X</u>	4) FACES <u>2</u> No. of Faces
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 <u>99"</u> x H <u>17"</u> = <u>11</u> SF (<u>37</u> %)	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 <u>70"</u> Clearance between bottom of the sign and the ground <u>132"</u> Overall sign height <u>25' (est)</u> Setback from street Right of Way <u>120' (est)</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. ___ 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 15.29(8) & 15.65 or contact the Planning Department at (920) 686-6930).	
BILLBOARDS. Shall require Plan Commission approval. See 15.45(14)(g) 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).		
ANIMATED (FIXED SIGN) Special Permit \$125 # ___ BBAP ___ Plan Commission # PC ___ ___ Approved (By) ___ Denied (By) ___ Compliance conditions and/or waivers attached. Sign Permit BBSE ___ Min. \$35.00 / .35 SF \$ ___	ANIMATED (MOVEABLE SIGN) Admin. Rev. \$70.00 # ___ BBAP ___ Director Building Inspection ___ Approved (By) ___ Denied (By) Director of Engineering ___ Approved ___ Denied Annual Fee \$ 195.00 BBSE ___	ALL OTHER SIGNS ___ Approved ___ Denied ___ No permit Required Sign Permit BBSN ___ Min. fee \$35.00 / .35 SF \$ ___ ___ Annual fee required for projection into City Right of Way



HARBOR TOWN LN.

S. 41ST ST.

CALUMET AVE.

8362 02 030

4102

8351 01 114

X Traffic Light
100 Ft radius
Proposed sign

Zone B-3

Scale:  60 ft






Sign specifications

Cabinet Dimensions
99"W x 39 3/4"H x 24"Dp.

Total Height = 132"

EMC Dimensions
99"W x 17"H

Cabinet/Graphics colors

-  SW 7037
-  SW 7039
-  PMS 300 C

On Premise Quote



QUOTE NUMBER: 1903732.0 (Version 0) DATE: 2/21/2019

SIGN ID: 1248068 2219i-5

Signs Plus 9018668

Keith Koch,
906 S 26th Street
Manitowoc, WI 54220
920-686-1333
signspluswi@gmail.com

Shipping Destination

Signs Plus
906 S 26th Street
Manitowoc, WI 54220

Job Site

Name: New Opportunity 2/21/19
Address:
City:
State: Zip:

PRODUCT SPECIFICATIONS

Pixel Pitch:	Mono19mm LED Red
Pixel Matrix:	16 X 128
Cabinet Size:	17in H x 8ft 3in L x 5in D
Viewing Area:	12in H x 8ft L
Cabinet Style:	Double Face Twinpak (Slim)
Character Size:	2 lines / 25.6 Characters at a 5" type
Approx. Weight:	329.00 Lbs.
Warranty:	Standard 5 Year Watchfire warranty applies.
Mfg. Lead Time:	2-4 weeks (after this document is signed & returned and receipt of down payment).
Electrical Service:	120 VOLT 4.0 amps (2.00 per face) Single Phase Service. Refer to the Installation manual for details on wiring. Based on 18 hours of operation a day, plus or minus 10% depending on how the sign is programmed. <i>Example: 2.5 KWHrs a day x \$0.07 = \$0.18/Day</i>

STANDARD FEATURES

Brightness	Daytime 5000 NITs Maximum; Nighttime 500 NITs Maximum
Color	LED Red
Color Capability	4096 shades
Includes	Ignite Graphics Software
Video	Plays prerecorded clips up to 30FPS; Animated Text & graphics
Viewing Angles	90 Horizontal/40 Vertical

OPTIONS

Software	Ignite OP
Communications	4G Wireless w/ 5 Year Cellular Data Plan
Software Training	Web Based Software Training
Temperature Sensor	w/100-Step Photocell w/15 ft Cable
Cabinet Separation	Standard Up To 15 Feet
Power Requirements	Standard As Quoted
Sign Mounting Kit	Not Ordered / Not Required
Warranty	Standard 5-Year Parts Warranty
Personal Computer	PC Not ordered. Ignite Included
Technician On-Site	Not Ordered

ORDER ACCEPTANCE

QUOTE VALID UNTIL 5/22/2019

System Price: 19mm Red Monochrome LED WatchFire Message Center - Front Ventilation

System Price	\$7,661.00 USD	To order Sign ID 1248068, sign here and return with down payment
Crating & Shipping <i>To Manitowoc, WI via Common LTL Carrier</i>	Add: 398.51 USD	
Tax:	\$421.36 USD	Signature: _____ Date: _____
Grand Total:	\$8,480.87 USD	

Buyer acknowledges that prior to executing this Agreement Buyer has read or has had the opportunity and means to review the TERMS OF SALE and Seller's LIMITED WARRANTY, SOFTWARE LICENSE, AND LIMITATION OF LIABILITIES AND REMEDIES at <http://watchfiresigns.com/terms-and-conditions-of-sale> or in the alternative, a hard copy has been provided to Buyer and its receipt is acknowledged.

This quote/offer is expressly limited to the acceptance by the buyer of its exact terms, including the terms of sale and seller's limited warranty, software license, and limitation of liabilities and remedies, all of which are a part of the agreement. Any purchase order or related documents buyer issues to seller (even if it contains terms in addition to or inconsistent with the terms of this agreement) for this transaction shall constitute buyer's unconditional agreement to be bound exclusively by the seller's terms and conditions of this agreement, and buyer hereby agrees that such additional or inconsistent terms shall not apply nor become a part of this agreement.

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FOOD & DRINK

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2.65
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V-Power
BLANCHED
BEAN

365-480-0880
PIETROSKE

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Gallomet Ave

Rummet's
The Bakery

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