

## Report to the Manitowoc Plan Commission

**Meeting Date:** February 27, 2019

**Request:** PC 11-2019: Lakeshore United Methodist Church, Special Permit for an animated sign located at 411 Reed Avenue.

**Reason for Request:** Pursuant to 15.450(18)e(1) Plan Commission has authority to issue a special permit for animated signs in a B-1 Office – Residential Zoning District.

**Existing Land Use for Subject Property:** Church

**Existing Zoning for Subject Property:** B-1 Office - Residential

### Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
North	Residential	R-4 Single and Two Family
West, East	Office	B-1 Office – Residential
South	Park	P-1 Conservancy

### Report:

The subject property is located at 411 Reed Avenue and is location of the Lakeshore United Methodist Church. The lot totals 4.38 acres with a frontage of 380' along Reed Avenue.

The applicant is requesting a special permit pursuant to 15.450(14)d & 15.450(18)g to erect an animated sign. Animated signs are permitted in the B-1 Zoning District. The 8.6 s.f. animated sign would replace an existing manual reader board that is integral to an existing ground/monument sign.

Pursuant to section 15.450(14)d of the Municipal Code animated signs are allowed in the B-1 Office – Residential zoning district.

Pursuant to Section 15.450(18)g(3) Animated signs are allowed in the B-1 zoning district. subject to compliance with the following conditions: ***text in bold italics below are responses to the requirements listed in the zoning code.***

A. A sight distance of at least 150 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 proposed sign is approximately 117' from the nearest residential property line located north of the animated sign at 416 Reed Avenue. The animated sign will be 130' from the front of the structure. The animated sign will not be in the direct line of sight from the residence because it is located perpendicular to the residence.***

B. 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 proposed animated portion of the sign is approximately 1 square foot over the 30% requirement.***

***Plan Commission has authority pursuant to 15.450(18)g(1) to “reduce or waive sign height, sign size, the size of the animated portion of the sign, and setback requirements based upon its evaluation of the proposed location and characteristics of the sign.”***

Pursuant to 15.450(18)h(2) Animated signs shall comprise no more than the lesser of 30 percent of the sign's total allowed sign face area (subsection (14) of this section), or 30 square feet in area per sign face. ***The proposed animated sign is approximately 1 s.f. over the 30% threshold, Plan Commission will have to waive this requirement.***

Due to the site characteristics staff is recommending issuance of the special permit based on following reasons:

1. The 150 foot sight separation distance to the residential use located at 416 Reed Avenue is 117' to the property line but 130' to the front of the residence and the sign will be perpendicular to the residence not in direct line of sight.
2. The animated portion is slightly over the 30% threshold by approximately 1 s.f. but the proposed animated sign is the smallest the sign vendor can make.
3. The proposed animated sign will be replacing an existing manual reader board and the animated sign face will be less than the sign face of the existing manual reader board.

**Recommendation:** The Community Development Department recommends the issuance of the Special Permit for the animated sign pursuant to the submitted application waiving the sign separation distance and maximum animated sign percentage.

City of Manitowoc  
900 Quay Street  
Manitowoc, Wisconsin

**Sign Permit Application – Municipal Code 15.45** (10/31/2007)  
(Complete all applicable sections)

Phone (920) 686-6940  
Fax (920) 686-6949  
[www.manitowoc.org](http://www.manitowoc.org)

Owner's Name <b>Lakeshore United Methodist</b>	Address 411 Reed Ave	Telephone 920-682-6311
Tenant's Name	Address	Telephone
Contractor's Name Signs Plus	Address 906 So. 26 St.	Telephone 920-686-1333
Project Location <b>411 Reed Ave</b>	Sign Cost (\$) <b>19,480</b>	Zoning District B 1
1) DIMENSIONS OF SIGN Width <u>78</u> x Height <u>52</u> = Area (odd shape) <u>24.5</u> SF		
2) ELEVATION <u>X</u> North ___ South ___ East ___ West	3) ILLUMINATION <u>X</u> Internal ___ External	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 ___ Animated (Fixed) ___ Animated (Moveable)		
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated W <u>78</u> x H <u>52</u> = <u>24.5</u> SF (___ %) <b>Animated W <u>50</u> x H <u>25</u> = <u>8.6</u> SF (___ %)</b>	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>3 ft</u> Clearance between bottom of the sign and the ground <u>8 ft</u> Overall sign height <u>15 ft</u> Setback from street Right of Way <u>30 ft</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

*Emily*  
*ASTOR*  
*5120*  
*8.6 #*  
*Approved*  
*7.37 #*



906 S. 26th Street  
Manitowoc, WI 54220  
Phone: (920) 686-1333

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Tuesday, February 05, 2019

Please note the two following code exceptions (Chapter 15.450, (18), g. locational regulations):

- 1) The nearest lot line is approximately 117 feet directly across from the existing sign. Note that the sign faces are nearly perpendicular to the road and are thus not directly viewable by the residents adjacent to the sign. Also this sign will be used as only text to display messages pertinent to church activities – not for advertising. In addition (refer to illustration) the bottom lit white faces in the sign will be removed and replaced with the smaller EMC and opaque filler panels, resulting in less light overall being emitted by said portion of sign.
- 2) The square footage of the proposed EMC is approximately one square foot larger than 30% of the total sign area. This is the smallest model available. (See attached email)




  
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Total sign area=28 sq ft  
 28 x 30%=8.4  
 EMC=8.6 sq ft



Proposed EMC  
 replacement  
 of reader board

# 411 Reed Ave



Length: 115.72 ft

Lincoln Park Zoo and Conservancy

Manitowoc County, WI

