



15-1191

**CITY OF MANITOWOC**  
WISCONSIN, USA  
[www.manitowoc.org](http://www.manitowoc.org)



November 2, 2015

**To:** Mayor and Common Council

**From:** Manitowoc City Plan Commission

**Subject:** **PC31-2015: Holy Family Memorial Hospital (HFM) / Kieffer & Co., Inc. Request to Replace an Existing Animated Sign with a new Animated Sign Pursuant to Section 15.450(18) of the Municipal Code.**

Dear Mayor and Common Council:

At the regular October 28, 2015 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for the issuance of a Special Permit for the removal and replacement of two fixed animated signs that are located on HFM's pedestrian skywalk over S. 21<sup>st</sup> Street right of way.

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

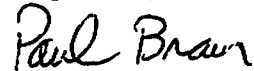
The new animated signs would each be approximately 101 square feet which is a smaller than the existing sign faces which are 112 square feet. In 2004, when the signs were erected, there were no regulations in regards to animated signs. The current animated sign code which was adopted after the HFM animated sign was originally erected, limits animated sign area to 30 square feet. The 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 Commission is advising the Council that pursuant to the authority granted to the Commission in Section 15.450(18)(e)1 of the Code, and by a unanimous vote, it has approved and authorized the issuance of a Special Permit for two fixed animated signs which will replace

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CITY HALL • 900 Quay Street • Manitowoc, WI 54220-4543 • Fax (920) 686-6939  
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the two existing animated signs. Due to the unique circumstances of the original animated signs being erected prior to an animated sign code, the Commission is also authorizing the new animated signs to be a maximum of 101 square feet which exceeds the current maximum 30 square foot animated sign size limit. The Commission also authorizes the issuance of the special permit after the following conditions have been completed: i) 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 ii) provide documentation that the sign contractor has coordinated with the Department of Public Infrastructure to address traffic control while the new signs are being erected

Respectfully Submitted,



Paul Braun,  
City Planner

Granicus # 15-1115

Applicant Address:  
Kieffer & Co. Inc.  
Attn: John McCarthy  
3322 Washington Ave.  
Sheboygan, WI 53082-1087



# 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 <u>Holy Family Memorial</u>	Address <u>2300 WESTERN AVE</u>	Telephone <u>920-320-2312</u>
Tenant's Name	Address	Telephone
Contractor's Name <u>KIEFFER &amp; CO</u>	Address <u>3922 WASHINGTON AVE <sup>SUBDIVISION</sup> WI, 53091</u>	Telephone <u>920-458-4394</u>
Project Location <u>2300 WESTERN AVE</u>	Sign Cost (\$) <u>70,000</u>	Zoning District

1) DIMENSIONS OF SIGN  
Width 28'-9 1/4" x Height 3'-6 15/16" = Area 101 SF

2) ELEVATION North <input checked="" type="checkbox"/> South <input checked="" type="checkbox"/> East _____ West _____	3) FACES <u>1 PER SIGN</u> No. of Faces
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4) ILLUMINATION <input checked="" type="checkbox"/> Internal _____ External _____	4-A) ELECTRICAL CONTRACTOR - WI STATE MASTER & MANITOWOC CITY LICENSE Name: _____ Phone: _____
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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 _____ x H _____ = _____ SF ( _____ %) Animated W <u>28'-9"</u> x H <u>3'-6"</u> = <u>101</u> SF ( _____ %)	5-B) ANIMATED SIGNS - STAND ALONE Animated W <u>28'-9"</u> x H <u>3'-6"</u> = <u>101</u> SF
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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.

<u>28'-9"</u> Width x <u>3'-6"</u> Height = <u>101</u> Area SF	<u>ANIMATED WALL SIGN</u>	Type
<u>28'-9"</u> Width x <u>3'-6"</u> Height = <u>101</u> Area SF	<u>ANIMATED WALL SIGN</u>	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).
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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.
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October 5, 2015

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.

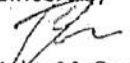
When the original signs were installed there were no guidelines for the size of these signs. Since then an ordinance has been enacted restricting the size to 30 square feet. Holy family is looking to replace the signs with the exact sized sign which is approximately 102 square feet.

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.

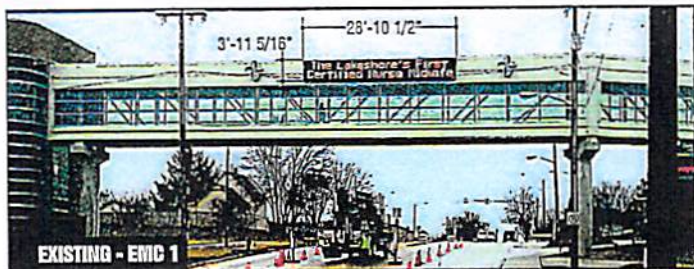
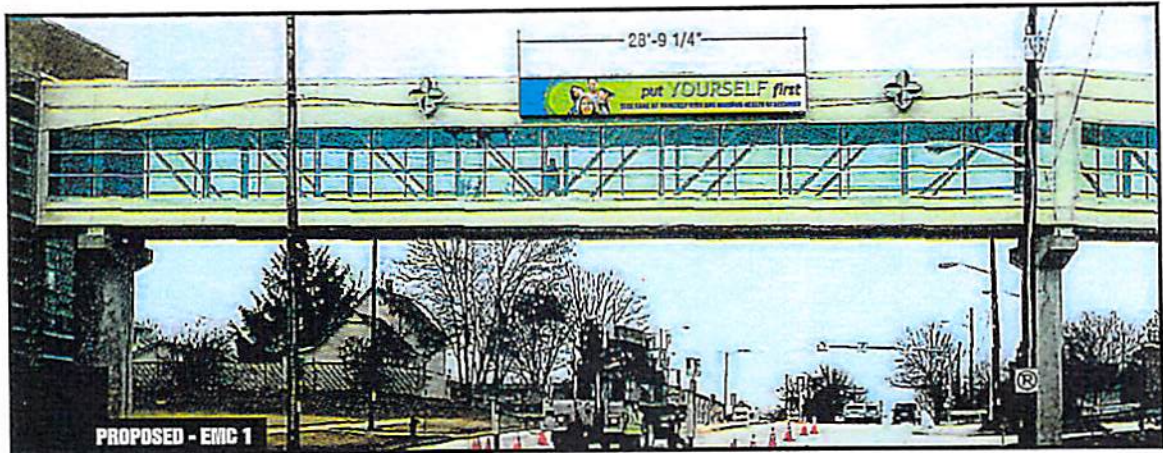
Holy Family was more than prepared to spend a great deal of money to keep these signs working, but due to the age of the signs, this is no longer an option. We then prepared a new quotation to replace the signs with brand new displays that are the same size as the existing.

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,  
  
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: Manitowoc, WI  
acct. rep.: J. McCarthy designer: KB  
date: 07/29/15 All Notes checked by Enter Order

**B69165**

COMPARISON FILES

PRODUCTION PROCESSING

2014  
2015  
2016  
2017

REVISIONS:

▲ -  
▲ -  
▲ -  
▲ -  
▲ -  
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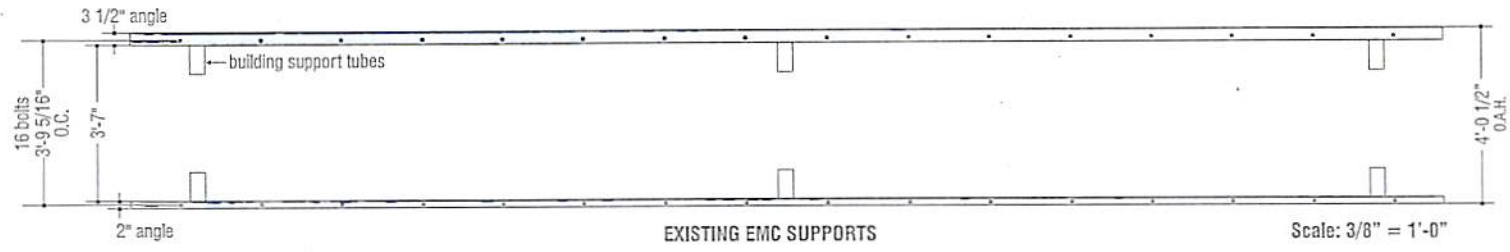
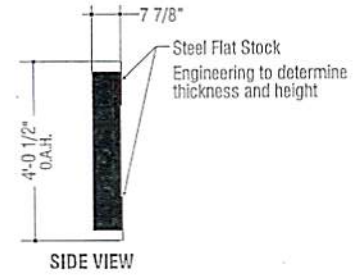
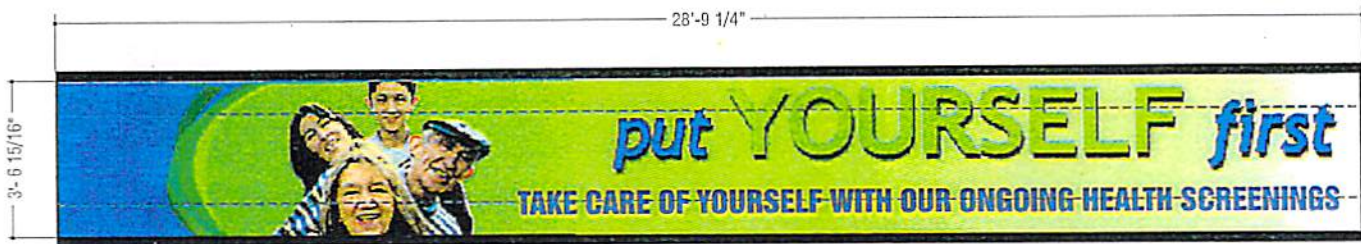
DETAILS & DATE:

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**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: Manitowoc, WI  
 ACCT. REP.: J. McCarthy DESIGNER: KB  
 DATE: 07/30/15 All boxes checked to Enter Order

**B69165A**

COMPANION FILES	REVISION:	INITIALS & DATE:
PRODUCTION PROCESSING	Δ-	-
	Δ-	-
	Δ-	-
	Δ-	-
	Δ-	-
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