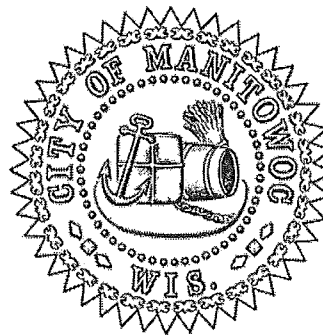


15-434

CONSENT



**Standing Committee:** Licensing, Permits & Inspections Committee

**Document Name:** PC9-2015: Jesse & Nichole Patrick, d.b.a. Affairs to Remember / Sign Me Up - 4638 Expo Drive; Proposed Animated Billboard Pursuant to Section 15.450(14)(h) and 15.450(18) and a Non-Animated Billboard Pursuant to section 15.450(14)(h) of the Manitowoc Municipal Code

**Consent**

**Non-Consent**

**Chairman Recommend**

**Recommendation:**

The Plan Commission advises the Council that pursuant to the authority granted to the Commission in Sections 15.450(14)h(3) and 15.450(18)(e) of the Municipal Code, and by a unanimous vote, it has approved and authorized the issuance of two Special Permits; for one fixed animated billboard and one fixed non-animated billboard at the location specified in the attached application. As condition of the Special Permit the Commission instructs that the non-conforming "spider" sign shall be removed from the property. Finally, the Commission authorizes the Building Inspector to issue the sign permits, subject to conditions specified herein, as well as compliance with all relevant sections of Section 15.450.

**Attest:**

\_\_\_\_\_  
Chairperson – Alderperson Jim Brey Date

\_\_\_\_\_  
Vice-Chairperson – Alderperson Mike How

\_\_\_\_\_  
Alderperson Dave Soeldner

\_\_\_\_\_  
Alderperson Jill Hennessey

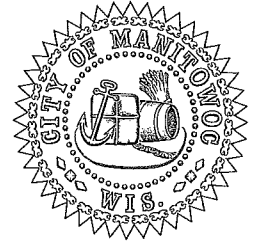
\_\_\_\_\_  
Alderperson Scott McMeans

**Approved:**

\_\_\_\_\_  
Justin M. Nickels Date  
Mayor



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



April 9, 2015

To: Mayor and Common Council

From: Manitowoc City Plan Commission

Subject: **PC9-2015: Jesse & Nichole Patrick, d.b.a. Affairs to Remember / Sign Me Up - 4638 Expo Drive; Proposed Animated Billboard Pursuant to Section 15.450(14)(h) and 15.450(18) and a Non-Animated Billboard Pursuant to section 15.450(14)(h) of the Manitowoc Municipal Code**

Dear Mayor and Common Council:

At the regular April 8, 2015 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for issuance of two Special Permits: i) to authorize the construction of a fixed animated billboard at the northeast corner of So. Rapids Road and Expo Drive at the Affairs to Remember property, 4638 Expo Drive and ii) to authorize the construction of a non-animated billboard at the same location. Pursuant to Section 15.450(18)e the Commission can affix terms and conditions to the Special Permit. The subject property is zoned I-1 Light Industrial which allows up to two off-premise signs per parcel up to 500 s.f. per sign face.

The project involves the installation of a monopole which both signs would be affixed to. Each sign will be 12' x 24' in size with the south facing sign being animated and the north facing being static or non-animated. In addition, an on-premise 4' x 8' sign will be affixed onto the same monopole and will display the Affairs to Remember business name on it. This on-premise sign will replace an existing non-conforming "spider" ground sign. A copy of the application for the signs, and the staff analysis are attached.

The Commission is advising the Council that pursuant to the authority granted to the Commission in Sections 15.450(14)h(3) and 15.450(18)(e) of the Municipal Code, and by a unanimous vote, it has approved and authorized the issuance of two Special Permits; for one fixed animated billboard and one fixed non-animated billboard at the location specified in the attached application. As condition of the Special Permit the Commission

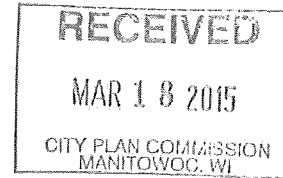
instructed that the non-conforming "spider" sign shall be removed from the property. Finally, the Commission authorized the Building Inspector to issue the sign permits, subject to conditions specified herein, as well as compliance with all relevant sections of Section 15.450.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Paul Braun".

Paul Braun, City Planner

PC 9-2015



February 25, 2015

Mr. Rick Schwarz  
City of Manitowoc  
900 Quay Street  
Manitowoc, WI 54220-4543

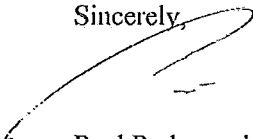
Dear Rick,

Enclosed is a proposed sign permit application for a fixed animated billboard sign to be constructed at 4638 Expo Drive (NE Corner of Expo Drive and S. Rapids Blvd) on the property owned by Affairs To Remember Bridal Shop, Inc. The proposed sign and location meets all of the requirements of the City of Manitowoc sign ordinance including the following:

- The proposed sign is a double-sided 12'x24' (288sqft) sign that will be mounted to a steel, single pole facing the north/south traffic of S. Rapids Boulevard. The south-facing sign will be a fixed animated sign, and the north-facing sign will have a static sign face.
- The edge of the proposed sign is approximately 10' from the ROW of S. Rapids Blvd., 81' north of the ROW of Expo Drive, 80' south of the north property line, and 115' west of the east property line, 130' from the driveway, and 58' from the building. See attached site plan.
- The location is not within 1,000' of another billboard on the same side of the same street
- The property is zoned I-1 and the signs will not face any residential district.
- As this proposed sign is located in an Industrial zoning district, it is compatible with nearby buildings and doesn't have an adverse affect on nearby properties.
- The sign will not obscure traffic or interfere with traffic sightlines, and be farther than 100' (102') to the intersection of Expo Drive and S. Rapids Blvd.
- The sign will be 35 feet in height to the top of the sign with a ground clearance of 23' to the bottom of the billboard sign.
- There are no other ground signs on the property.
- The sign structure will back to back sign faces, not stacked sign faces.
- The fixed animated LED sign will be set to 5,000/480 nits to comply with the brightness requirements.
- We propose to affix a 4' x 8' (32 sqft) double-face, illuminated, on-premise sign advertising Affairs To Remember to the same pylon post that will face both directions of traffic on S. Rapids Blvd. See attached schematic.

Please place this item on the <sup>April</sup> ~~March~~ Planning Commission agenda and call me if you have any questions or need additional information.

Sincerely,

  
Paul Radermacher  
Sign Me Up!





**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)

- 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).
  - n/a 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)	ANIMATED (MOVEABLE SIGN)	ALL OTHER SIGNS
Special Permit \$125 # <u>    </u> BBAP <u>    </u>	Admin. Rev. \$70.00 # <u>    </u> BBAP <u>    </u>	<input type="checkbox"/> Approved <input type="checkbox"/> Denied
Plan Commission # PC <u>    </u>	Dir Inspection <input type="checkbox"/> Approved <input type="checkbox"/> Denied	<input type="checkbox"/> No permit Required
<input type="checkbox"/> Approved <input type="checkbox"/> Denied	Dir Engineering <input type="checkbox"/> Approved <input type="checkbox"/> Denied	<input type="checkbox"/> Annual fee required for projection into City Right of Way
<input type="checkbox"/> Conditions and/or waivers attached	Permit # <u>                    </u>	Permit # <u>                    </u>
Permit # <u>                    </u>	Annual Fee \$ 195.00	Min. fee \$35.00 / .35 SF \$ <u>            </u>
Min. \$35.00 / .35 SF    \$ <u>            </u>		

Please visit [www.manitowoc.org](http://www.manitowoc.org) to view Municipal Sign Ordinance Chapter 15.450 in its entirety. This handout is intended to provide a simplified view of code provisions for animated signs.

**Fixed Animated Signs – City of Manitowoc**

**Fees for Fixed and Movable Animated Signs.** Fees required for both fixed and movable animated signs shall be established by resolution of the Common Council. All animated signs shall require the issuance, by the Director of Building Inspection, of a separate sign and electrical permit, even if the animated sign is attached to another sign or sign structure.

**Fixed Animated Sign.** A one (1) time fee shall be delivered to the Building Inspection Department upon the filing of a request for a special permit pursuant to Section 15.450(18)(e). Issuance of sign and electrical permits by the Director of Building Inspection for a fixed animated sign, shall first require the approval and issuance of a special permit by the City Plan Commission pursuant to Section 15.450(18)(e).

**Special Permit Application and Approval Process for a Fixed Animated Sign.**

A fixed animated sign shall not be installed or made operational in the City until so authorized pursuant to the terms and condition of a special permit by the City Plan Commission.

An application for a special permit shall be filed either with the City Planning or Building Inspection Departments, which shall include the following attachments:

- Scaled site plan identifying the location of the proposed sign and sign structure at a property in addition to the location of the following within a radius not less than 100 feet from the proposed sign: property lines, Right-of-way lines, traffic signal lights, driveway entrances and exits, distance to existing signage on the site, and distance from residential land uses;
- Scaled drawing of the sign structure;



NORTH VIEW DOUBLE SIDED "V" DIGITAL LED BOARD AT 4638 EXPO DRIVE

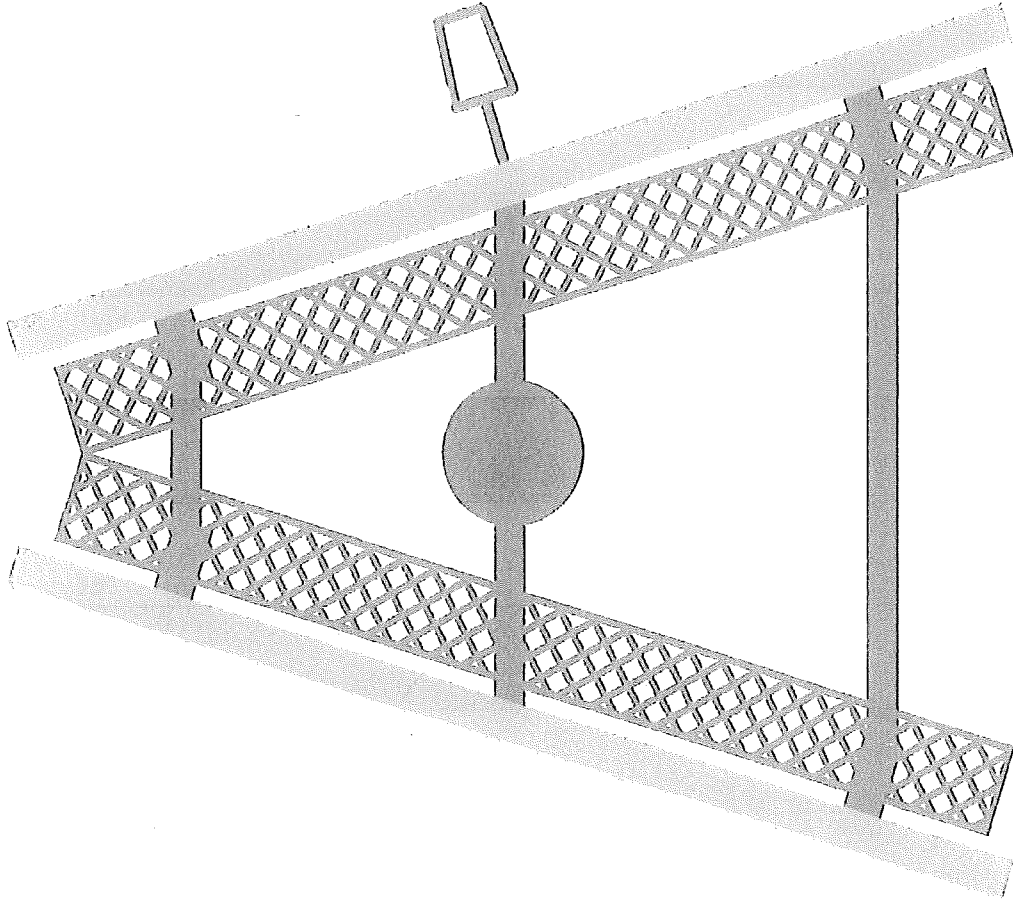




SOUTH VIEW DOUBLE SIDED "V" STATIC BOARD AT 4638 EXPO DRIVE



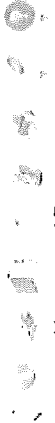




TOP VIEW



Image Layers



91.7

91.7

139.33'

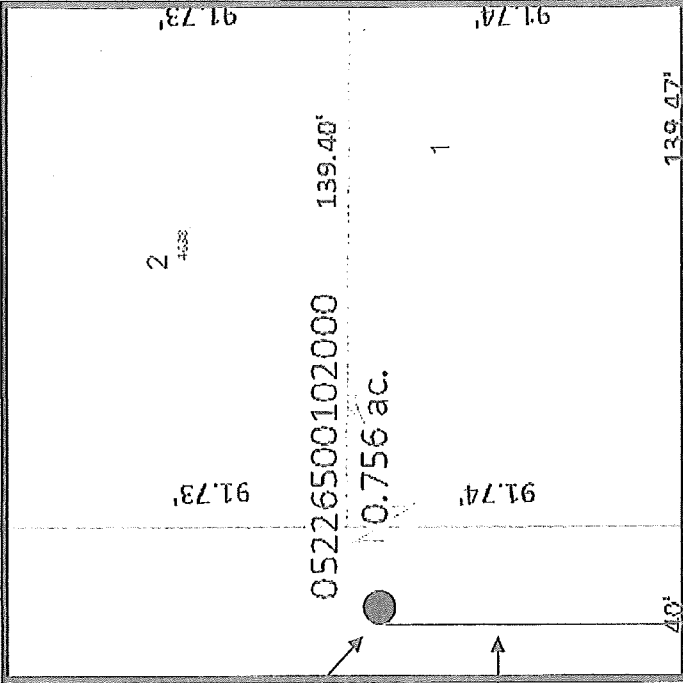
Billboard Location:  
81' north of Expo Drive  
ROW and 10' east of South  
Rapids Blvd ROW

03APD38D

05226500102000

0.756 ac.

Property Location:  
4638 Expo Drive



2

1

40'

179.47'

139.47'

327.16'

EXPORT

80

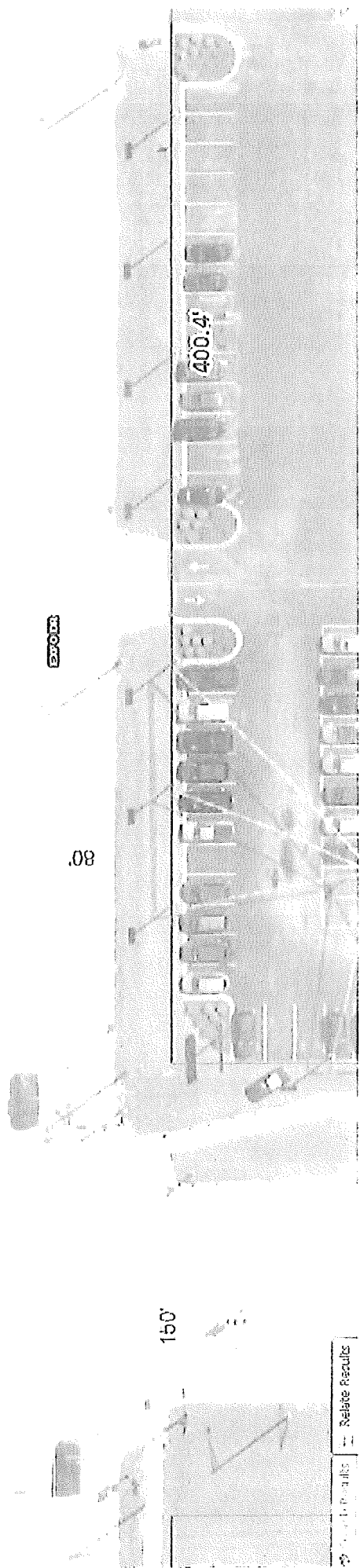
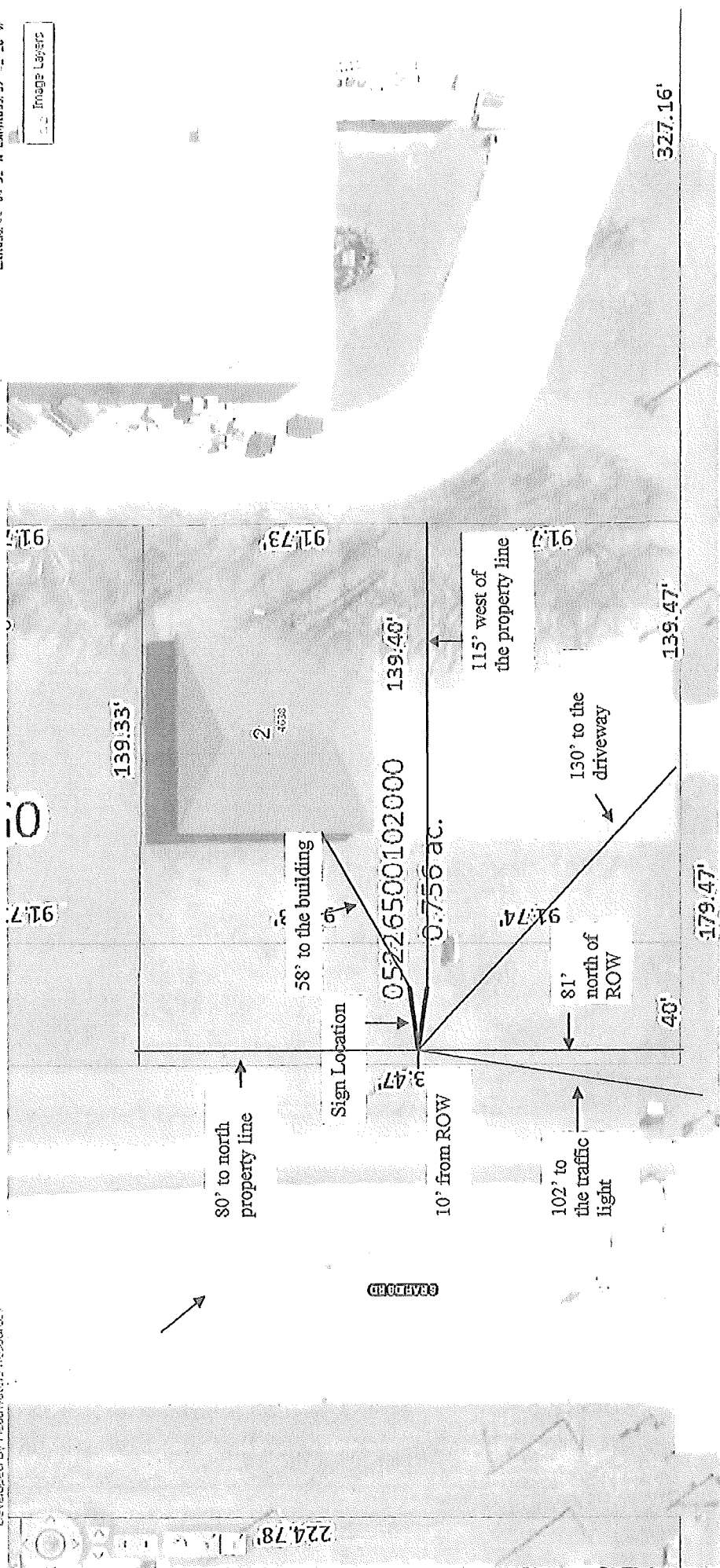
150'

400.4'

224.78'



Image Layers



05282640310000  
3.016 ac.

05282640311400  
1.41 ac.

05282640312000  
1.16 ac.

CRANDALL RD

05226500103000  
1.545 ac.

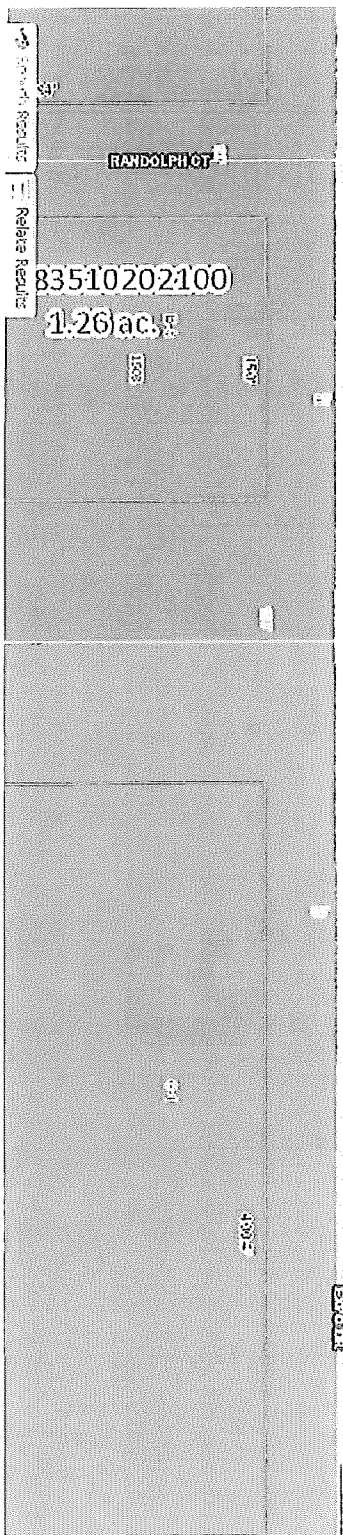
05282640313000

05226500102000  
0.756 ac.

\* Property IS  
ZONED F-1

Image Layers

Latitude: 43.01107 Longitude: 89.07023  
Latitude: ... W Longitude: ... W



RANDOLPH CT

83510202100

1.26 ac.

SWING