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



August 3, 2015

**To:** Mayor and Common Council  
**From:** Manitowoc City Plan Commission  
**Subject:** **PC 23-2015: Sign Me Up, Request for a Non-Animated Billboard at 1320 Washington Street – Novak’s Service Center**

Dear Mayor and Common Council:

At the regular July 29<sup>th</sup>, 2015 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for issuance of a Special Permit to authorize the construction of a fixed, non-animated billboard at 1320 Washington Street (Novak’s Service Center).

The proposed sign and location meets all the requirements of the City of Manitowoc sign code, however in lieu of landscaping around the base of the sign, the sign contractor proposed a \$1,000 donation to the City of Manitowoc Park Board. This is not common practice for the Commission and the idea was turned down.

The Commission unanimously recommended that the Council: (i) approve the construction of the off-premise billboard and (ii) deny the payment in lieu of landscaping so that Novak’s Service Center is responsible for completing the landscaping per the sign ordinance.

Respectfully Submitted,

Paul Braun, City Planner

15-778



PC 23-2015 Non-Animated Billboard  
1320 Washington

July 15, 2015

Mr. Richard Schwarz  
Director of Inspection  
City of Manitowoc  
900 Quay Street  
Manitowoc, WI 54220

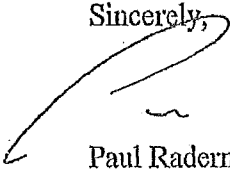
Dear Rick,

Enclosed is a permit application and supporting material for a single-face, non-animated off-premise billboard sign to be mounted on a single steel pylon at the north end of 1320 Washington Street (Novak's Service Center). The proposed sign and location meets all of the requirements of the City of Manitowoc sign code including the following:

- The maximum square footage allowed for an off-premise sign is 500 sqft. The proposed sign is 12'x24' (288 sqft).
- The property is zoned C-1 Commercial. See attached zoning map.
- The sign structure will have an overall height no greater than 35' above ground.
- The proposed sign will be 7' from the ROW of Washington Street, 150' from the intersection of 14<sup>th</sup> Street, 5' from the property line to the north, approximately 140' to the Novak's on-premise sign, and 70' to the edge of the building on the premises.
- The sign will be lit by one LED light/fixture which will be mounted to the catwalk at the bottom of the sign.
- The proposed sign location is greater than 150' from, and does not face a residential zoning district.
- The sign is greater than 1,000 feet to the nearest off-premise sign facing the same direction on the same side of the same street.
- Please see attached site plan and photo.
- The sign will be mounted on 4" steel stringers affixed to an 18" steel pole. The sign face is made of aluminum.
- The sign does not obstruct traffic or impair sightlines and is compatible with the surrounding area.
- Due to the layout of this property, in lieu of landscaping around the pole of the sign, we propose to make a \$1,000 donation to the City of Manitowoc Park Board.

I would like this sign permit application placed on the July 2015 Plan Commission Meeting agenda for consideration/approval by the Planning Commission. Please let me know if you need any additional information. Thank you for your help in this matter.

Sincerely,

  
Paul Radermacher  
Sign Me Up!

Plan Comm  
15-778



**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 Novak Service Center, LLC	Address 1320 Washington Street	Telephone 920-684-5737
Tenant's Name	Address	Telephone
Contractor's Name Sign Me Up Outdoor Advertising, LLC	Address 311 Forest Avenue Sheboygan Falls, WI 53085	Telephone 920-550-0009
Project Location 1320 Washington St	Sign Cost (\$) 10,000	Zoning District C-1

**1) DIMENSIONS OF SIGN**  
 Width 24' x Height 12' = Area 288 SF

<b>2) ELEVATION</b> North <input checked="" type="checkbox"/> South <input type="checkbox"/> East <input type="checkbox"/> West <input type="checkbox"/>	<b>3) FACES</b> <u>1</u> No. of Faces
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<b>4) ILLUMINATION</b> Internal <input checked="" type="checkbox"/> External <input type="checkbox"/>	<b>4-A) ELECTRICAL CONTRACTOR – WI STATE MASTER &amp; MANITOWOC CITY LICENSE</b> Name: Backus Electric Phone: 920-242-7579
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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)

<b>5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED</b> Non-Animated W <u>    </u> x H <u>    </u> = <u>    </u> SF ( <u>    </u> % ) Animated W <u>    </u> x H <u>    </u> = <u>    </u> SF ( <u>    </u> % )	<b>5-B) ANIMATED SIGNS - STAND ALONE</b> Animated W <u>    </u> x H <u>    </u> = <u>    </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**  
20' Clearance between bottom of the sign and the ground 33' Overall sign height  
7' Setback from street Right of Way 20' 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>4'</u> Width x <u>12'</u> Height = <u>48</u> Area SF	<u>    </u> Ground sign	<u>    </u> Type
<u>    </u> Width x <u>    </u> Height = <u>    </u> Area SF	<u>    </u>	<u>    </u> Type
<u>    </u> Width x <u>    </u> Height = <u>    </u> Area SF	<u>    </u>	<u>    </u> Type

<b>ANIMATED SIGNS.</b> 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>B-4 ZONING / EIGHTH STREET HISTORIC DISTRICT.</b> 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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<b>BILLBOARDS.</b> 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.	<b>PROJECTING SIGNS / CANOPIES / AWNINGS.</b> Shall require an annual permit fee if projecting into the City ROW.
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**7) ATTACHMENTS**

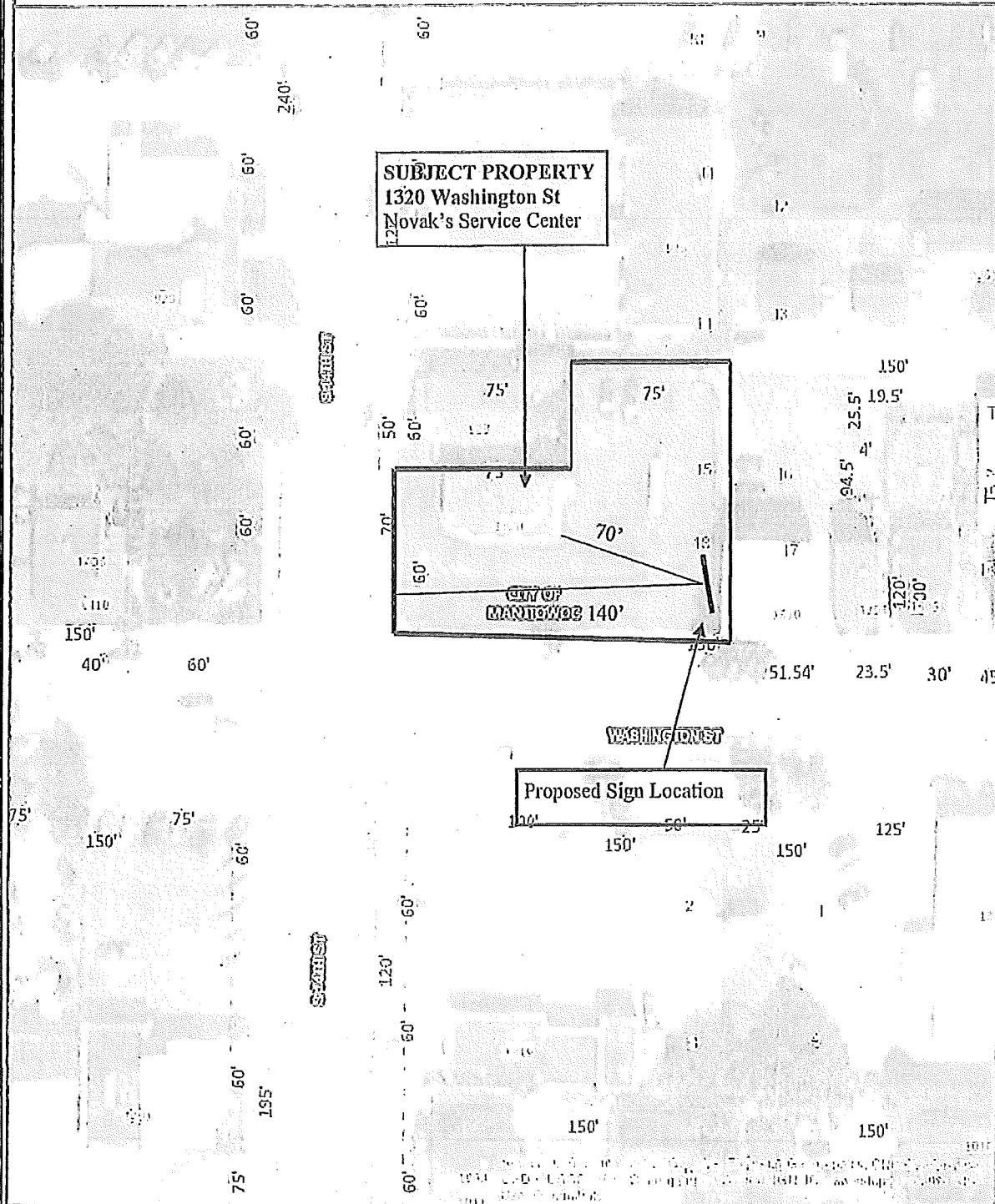
Site Plan. Dimensioned and indicating sign location and setbacks of the proposed sign or device.

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).



# Manitowoc County Easy Access Viewer

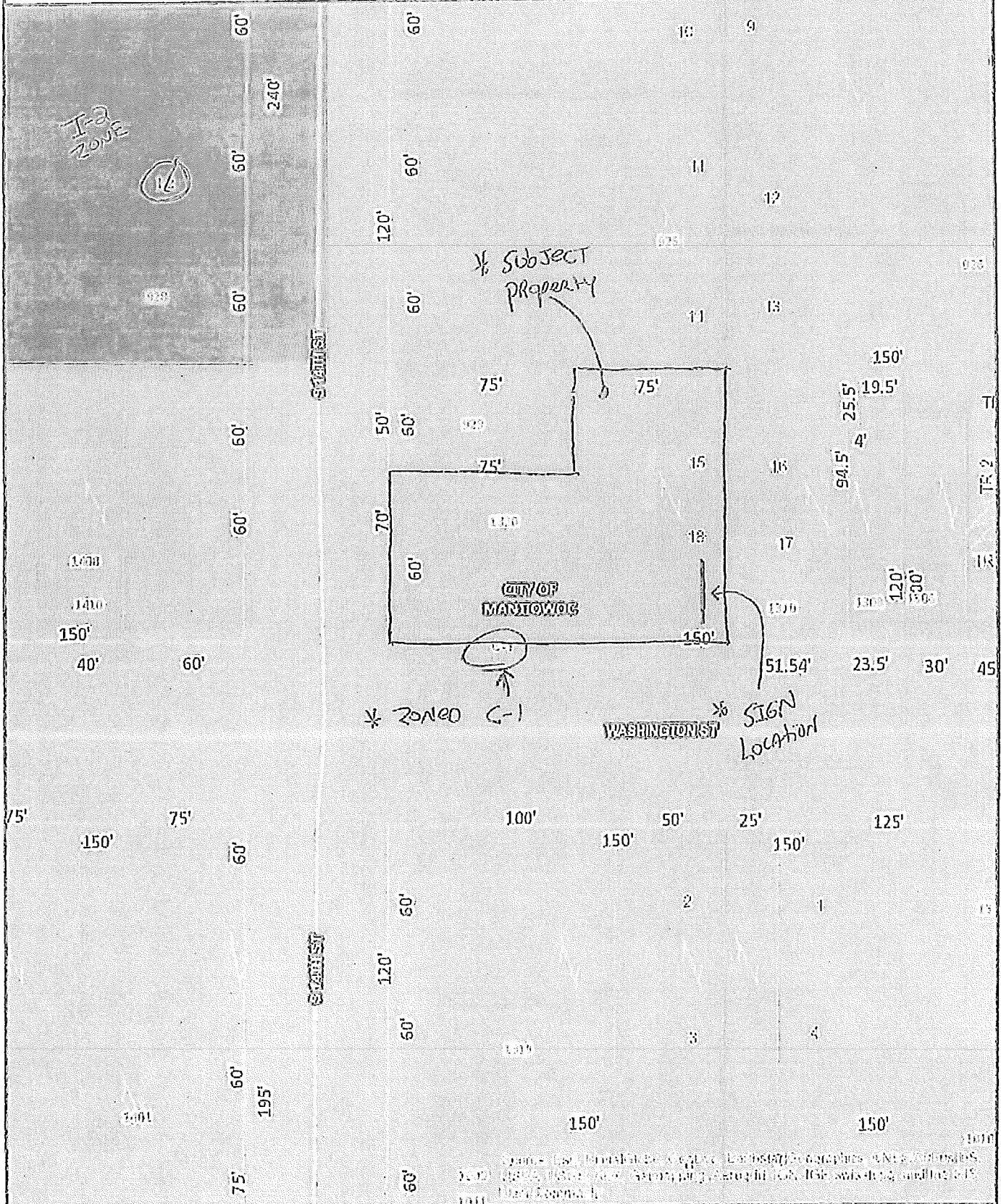


Author:  
Date Printed: 7/1/2015



The burden for determining fitness for use rests entirely upon the user of this website. Manitowoc County and its co-producers will not be liable in any way for accuracy of the data and they assume no responsibility for direct, indirect, consequential, or other damages.

# Manitowoc County Easy Access Viewer

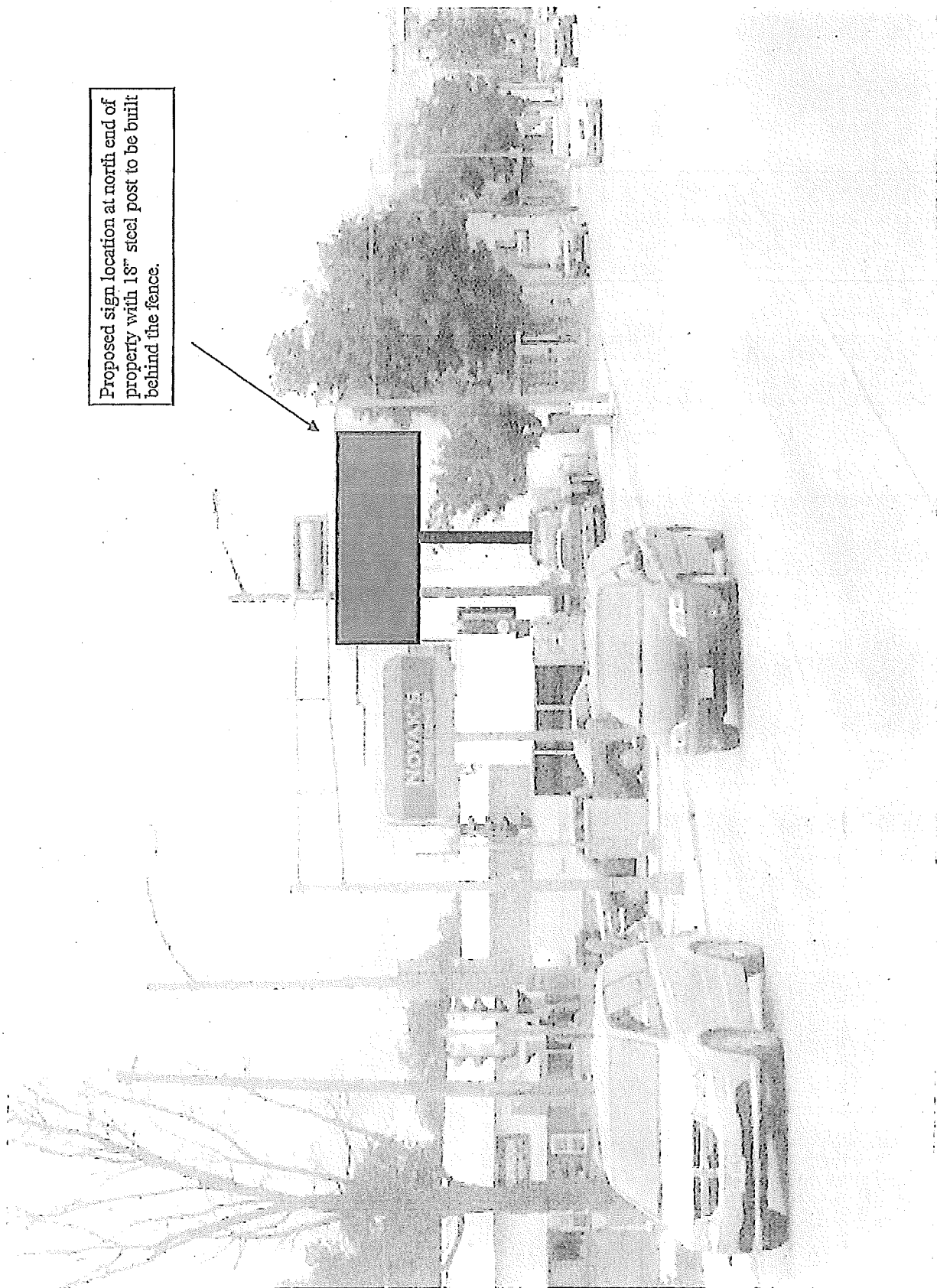


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Proposed sign location at north end of property with 18" steel post to be built behind the fence.



**City of Manitowoc 2015 Property Record**

Parcel Number: 000-244-180

Current acres: 0.3271

Current owner: NOVAKS SERVICE CENTER LLC

LOT 18 & LOT 15 EX. N 50' OF W 75' THEREOF BLK. 244

Ownership		Building Information   Bldg 1	
Name:	NOVAKS SERVICE CENTER LLC	SECTION —1	Story height: 1
Mailing Address:	1320 WASHINGTON ST	Identical Units:	1
	MANITOWOC, WI 54220	Year Built	1941
		Level 01 to 01 area	1376
		01 Use	AUTO SERVICE
Property Description			
Location:	1320 WASHINGTON ST		
Conveyance Date:	11/20/2013		
Date Recorded:	11/21/2013		
Value/Sale Price:			
Deed Vol & Page:	V2851 P0638..   DOC. #		
Improvement Name	NOVAK'S SERVICE CENTER		
Legal Description:	LOT 18 & LOT 15 EX. N 50'		
	OF W75' THEREOF		
	BLK. 244		
Notes		Parcel Information	
Conveyance Instrument: 02		Property Class:	Commercial
		Roll Type:	REAL
		Other	
		Fair Market Value	
		Assessment Ratio	
Assessment Value		Tax Detail	
Valuation Date		Category	Tax Amount
Assessment Type	Acres Land Value Improved Value Total Value		
Totals-->			
Payments			
Date	Receipt Number	Amount	
Special Assessment Projects			
Project	Delayed Assessment?	Balance Due	
SR1415	2014-2015 SNOWREMOVAL- N	300.00	





LEASE AGREEMENT

LEASE NO. 20150900

Agreement made December 15, 2014, by and between Novak's Service Center ("Lessor") and Sign Me Up Outdoor Advertising, LLC. ("Lessee") a Wisconsin Limited Liability Company.

**1. Premises.**

Lessor hereby leases to Lessee, as much of the hereinafter described premises as may be necessary for the maintenance, repair and relocation of one pole mounted, 12'x24' outdoor advertising structure(s), including necessary structures, advertising devices, power poles; with the right of access to and egress from structure(s) by Lessee's employees, contractors, agents and vehicles; and the right to survey, maintain advertisement, or other activities necessary or useful in Lessee's use of the structure(s) to be situated at the agreed upon location on said property generally described below:

The leased premises is located in the City of: Manitowoc, County of: Manitowoc, State of: Wisconsin, with a site description of: 1320 Washington Street.

**2. Term.**

This Lease shall be for a term of

**3. Rental.**

Annual rental shall be

**4. Property.**

As between Lessor and Lessee all structures, equipment and materials placed upon the premises shall remain the property of Lessee and Lessee is granted the right to remove same from Lessor's premises within a reasonable period of time after the expirations of this Lease or any renewal thereof. After the conclusion of the lease, the Lessee must remove all equipment from the premises and return the site to its original condition.

Lessor agrees not to erect any structure or allow any other obstruction of highway view or any vegetation that may obstruct the highway view of its advertising structure, and will help in the trimming of the tree on the neighboring property (Novak's). Lessee is hereby authorized to remove any such other advertising structure, obstruction or vegetation at its option.

**5. Hold Harmless.**

Lessee shall save the Lessor harmless from all damage to persons or property by reason of accidents resulting from negligent acts of its agents, employees, or others employed in the construction, maintenance, repair or removal of its signs on the premises.

6. **Cancellation of Lease.**

It is the Lessee's responsibility to obtain the necessary city and state permits needed to build and/or maintain the structure. If said permits are not obtainable or denied by the permitting authorities, then this lease is will become null and void. The Lessor has the right to terminate this lease if no income has been produced and/or no rent has been paid within any one year period.

7. **Condemnation.**

In the event of condemnation of the subject premises or any part thereof by proper authorities, or relocation of the highway, the Lessor grants to the Lessee the right to relocate its structure(s) on Lessor's remaining property adjoining the condemned property or the relocated highway. Any condemnation award for Lessee's property shall accrue to Lessee.

8. **Lessor's Representations.**

Unless specifically stated otherwise herein, Lessor represents and warrants that Lessor is either the owner or the agent of the owner of the premises above described, has full authority to make this Lease and covenants that Lessor will not permit any adjoining premises, owned or controlled by Lessor, to be used for off-premise advertising purposes or permit Lessee's signs to be obstructed. Lessee is hereby authorized to remove any obstruction at its sole discretion. In the event of any transfer of Lessor's interest in the above described premises, Lessor agrees to promptly give Lessee notice of such transfer and to deliver to Lessor's transferee written notice of the existence of this Lease and a copy thereof.

9. **Entire Agreement.**

It is expressly understood that neither the Lessor nor the Lessee is bound by any stipulations, representations or agreements not printed or written in this Lease. This lease shall inure to the benefit of and be binding upon the personal representatives, successors and assigns of the parties hereto, provided however that this lease shall not be binding upon any secured party until delivery of written notice to the parties hereto by such secured party. This is a legal document.

10. **Other Terms.**

The Lessee will install a separate electrical meter for the electrical power to this sign and is responsible for all electrical costs. As additional compensation, the Lessor will receive 2 months of advertising per year on one of the Lessee's digital billboards in Manitowoc on a space available basis.

Accepted this 30<sup>th</sup> day of June, 2015.

LESSEE: Sign Me Up Outdoor Advertising, LLC

LESSOR: Novak's Service Center

By: \_\_\_\_\_

Paul Radermacher

Its: \_\_\_\_\_

Owner/Member

By: \_\_\_\_\_

Novak's Service Center

Signature of Lessor

Jeremiah Novak

Its: \_\_\_\_\_

Owner

920-684-5737