

LPT  
3-17-14

14-398

March 17, 2014

CITY OF  
MANITOWOC

David Less  
City Planner

To: Mayor and Common Council

From: Manitowoc City Plan Commission

**Subject: PC9-2014: Peltier/Autowerks Vehicle Maintenance Center, LLC/Sign Me Up; Proposed Fixed Animated Billboard at 1037 So. 26<sup>th</sup> Street Pursuant to Section 15.450(14)(h) and 15.450(18) of Manitowoc Municipal Code**

Dear Mayor and Common Council:

At the regular March 12, 2014 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 animated billboard on the east side of So. 26<sup>th</sup> Street, at the Autowerks property, 1037 So. 26<sup>th</sup> Street. The project involves the installation of a monopole and single faced animated billboard measuring 12' x 23'. The Commission notes that animated billboards are regulated under Sections 15.450(14)(h) and 15.450(18) of the Manitowoc Municipal Code. A copy of the application for the animated sign, and the staff analysis are attached.

The Commission is advising the Council that pursuant to the authority granted to the Commission in Section 15.450(18)(e) of the Municipal Code, and by a unanimous vote, it has approved and authorized the issuance of a Special Permit for a fixed animated billboard at the location specified in the attached application. Finally, the Commission authorized the Building Inspector to issue a sign permit, subject to conditions specified herein, as well as compliance with all relevant sections of Section 15.450.

Respectfully Submitted,



David Less  
City Planner

Attachments

Granicus #14-297



OFFICE OF CITY PLANNING,  
CITY PLAN COMMISSION



**Fixed Animated Billboard**  
**Peltier / Autowerks Vehicle Maintenance Center, LLC**  
**1037 So. 26<sup>th</sup> Street**  
**3/12/2014**

**Re: PC9-2014: Peltier/Autowerks Vehicle Maintenance Center, LLC/Sign Me Up; Animated Billboard at 1037 So. 26<sup>th</sup> Street Pursuant to Sections 15.450(14)(h) and 15.450(18) of Manitowoc Municipal Code**

1. Zoning: C-1
  - A. 15.450(14)(h)3. ●Maximum of 2 off-premise or billboard signs/property in "C-1" district, subject to location requirements under 3.A.-F.
    - A. Not within 150' of residential zoning district.
    - B. Doesn't face residences located in, or adjacent to residential zoning district.
    - C. ≤ 500sf in total area, and not within 1,000' of existing off-premise sign or billboard located on same side of same street.
    - D. Not incompatible with streetscape/general area.
    - E. Doesn't obstruct, obscure or physically interfere with line of sign or ability to read traffic signs and the like.
    - F. No adverse effects upon neighboring properties.
2. Animated Ground Sign Requirements:
  - A. 15.450(12)(g) ●No off-premise sign erected within 1,000' of another off-premise sign on same side of street.
  - B. 15.450(18)(c)4. ●Billboard/off-premise signs featuring animating/video signage regulated as billboard under 15.450(14)(h)(3).
  - C. 15.450(18)(c)8. ●Landscape requirement is applicable for this project.

- D. 15.450(18)(g)5. ● Animated sign permitted in "C-1" but shall: (i) not be within a 100' sight distance to any single or 2-family residential land use; and (ii) animated portion of sign shall not exceed 30% of any sign permitted.
- E. 15.450(18)(g)9. ● Animated sign not within 100' of existing intersection.
- F. 15.450(18)(h)2. Animated sign shall comprise no more than lesser of 30% of sign's total allowed sign face, or 30sf/sign face.

3. Proposed Animated Billboard Sign:

- A. Sign type - ground sign.
- B. Height of sign from grade - 18' from grade to bottom of sign; 12' to top of sign.
- C. Maximum sign height - 30'.
- D. Proposed sign size -12' x 23' = 276sf, single faced (animated).
- E. Eastbound read.

4. Recommendation: Approval of request, based on the following:

- A. Authorize issuance of special permit, with location of sign as specified in application.
- B. Building Inspector is authorized to issue a sign permit, subject to conditions specified herein, as well as compliance with all relevant sections of 15.450.

RunDate: 3/12/2014

Filename: Y:\Dave\WPFILES\AnimatedSign-Peltier-3122014.wpd



February 27, 2014

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

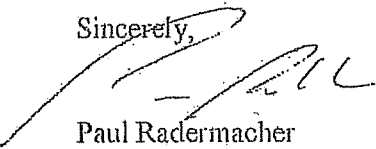
Dear Rick,

Enclosed is an application and supporting material for a proposed fixed animated billboard sign at 1037 S. 26<sup>th</sup> Street (Autowerks). The proposed sign replaces the recently removed billboard at this location and meets all of the requirements of the City of Manitowoc sign code including the following:

- The proposed sign is a single-face 12'x23' (276sqft) fixed animated billboard sign that will be mounted on a steel single-pole facing the north/east-bound traffic of Calumet Avenue.
- The location of the proposed sign is 1,109' from the nearest billboard on the same side of the same street on Calumet Avenue.
- The property is zoned C-1 and the sign will not face any residential district.
- The proposed sign location is approximately 40' to the ROW of S. 26<sup>th</sup> Street; approximately 100' to the ROW of Marshall Street; 35' to the property line to the north and 75' to the property line to the East. See attached site plan.
- As the proposed sign is replacing a recently removed billboard on the same parcel, it is compatible with nearby buildings and doesn't have an adverse affect on nearby properties. There will be only one billboard sign on this property.
- This fixed animated LED sign will be set to 5,000/480 nits to comply with the brightness requirements.
- The sign will be 18' to the bottom of the sign with an overall height of 30'.
- There are no other projecting or pylon signs on this property.
- The sign structure will be a single-face sign and will not have stacked sign faces
- We would like to landscape around the pylon and offer a \$750 donation to the Park Board in lieu of additional landscaping for this property. See attached landscape plan.

I would appreciate it if this sign permit application could be placed on the March, 2014 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,



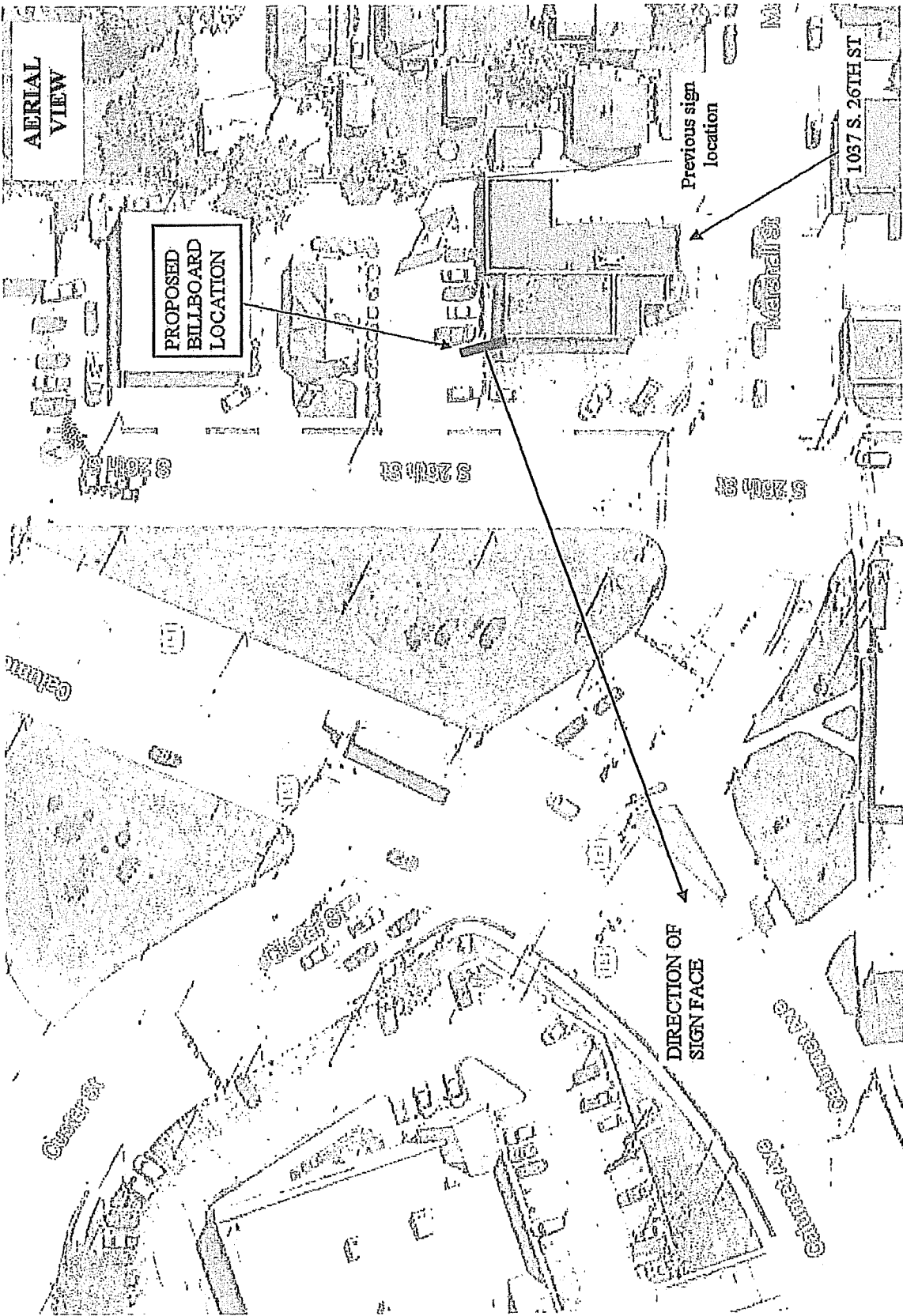
Paul Radermacher  
Sign Me Up!

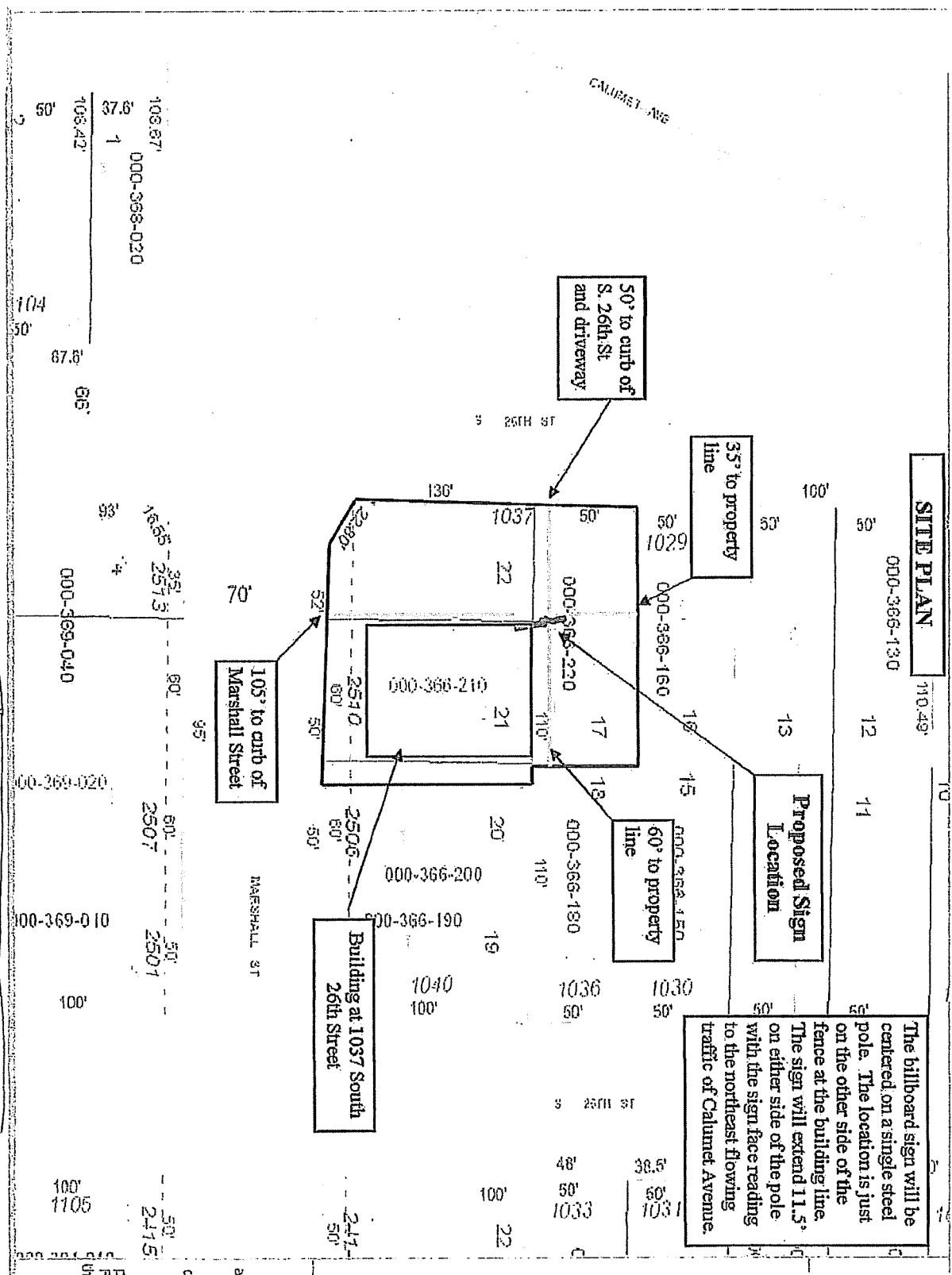


# SIGN PERMIT APPLICATION • 15.450 (REVISED 05-May-2011)

BUILDING INSPECTION • CITY HALL • 900 QUAY STREET • MANITOWOC, WI 54220  
 (920) 686-6940 Phone • (920) 686-6949 Fax • www.manitowoc.org

Owner's Name Edward Wagner		Address 1037 S. 26 <sup>th</sup> Street Manitowoc		Telephone 920-684-9987	
Tenant's Name Autowerks, LLC		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 1037 S. 26 <sup>th</sup> Street			Sign Cost (\$85,000)		Zoning District C-1
<b>1) DIMENSIONS OF SIGN</b> Width 23' x Height 12' = Area 276 SF					
<b>2) ELEVATION</b> North <input checked="" type="checkbox"/> South <input type="checkbox"/> East <input checked="" type="checkbox"/> West <input type="checkbox"/>			<b>3) FACES</b> 1 No. of Faces		
<b>4) ILLUMINATION</b> <input checked="" type="checkbox"/> Internal <input type="checkbox"/> External		<b>4-A) ELECTRICAL CONTRACTOR</b> - WI STATE MASTER & MANITOWOC CITY LICENSE Name: Berke Electric (Dean Berke) Phone: 920-467-2649			
<b>5) TYPE OF SIGN</b> <input checked="" type="checkbox"/> Ground Sign <input type="checkbox"/> Wall Sign <input type="checkbox"/> Window Sign <input type="checkbox"/> Awning / Canopy <input type="checkbox"/> Face Change <input type="checkbox"/> Projecting Sign / Awning / Canopy <input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Animated (Fixed) Billboard <input type="checkbox"/> Animated (Moveable)					
<b>5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED</b> Non-Animated W _____ x H _____ = _____ SF ( _____ %) Animated W _____ x H _____ = _____ SF ( _____ %)			<b>5-B) ANIMATED SIGNS - STAND ALONE</b> Animated W 23' x H 12' = 276 SF		
NOTE: Animated signs are limited to the lesser of 30% of the signs total allowed sign face or 30 square feet maximum.					
<b>5-C) GROUND SIGNS</b> 18' Clearance between bottom of the sign and the ground 30' Overall sign height 40' Setback from street Right of Way 50' Setback from edge of nearest driveway					
<b>5-D) PROJECTING SIGNS</b> Distance between bottom of the sign and the grade at the Right of Way _____ Projection from building _____					
<b>6) EXISTING SIGNAGE</b> - List the size and type of ALL signs currently on the parcel. 20' Width x 4' Height = 80' Area SF _____ WALL SIGN _____ Type _____ 8' Width x 4' Height = 32' Area SF _____ WALL SIGN _____ 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>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).		
<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.		
<b>7) ATTACHMENTS</b> <input checked="" type="checkbox"/> Site Plan. Dimensioned and indicating sign location and setbacks of the proposed sign or device. <input checked="" type="checkbox"/> Graphic rendering or drawing of the proposed sign or device indicating sign elevation (North, South, East, West). <input checked="" type="checkbox"/> Certificate of Liability Insurance (sign contractor, unless current copy is on file). <input type="checkbox"/> Approved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District). <input checked="" type="checkbox"/> Animated signs (please refer to attached handout for required attachments).					
<b>ANIMATED (FIXED SIGN)</b> Special Permit \$125 # _____ BBAP _____ Plan Commission // PC <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Conditions and/or waivers attached Permit # _____ Min. \$35.00 / .35 SF \$ _____		<b>ANIMATED (MOVEABLE SIGN)</b> Admin. Rev. \$70.00 # _____ BBAP _____ Dir Inspection <input type="checkbox"/> Approved <input type="checkbox"/> Denied Dir Engineering <input type="checkbox"/> Approved <input type="checkbox"/> Denied Permit # _____ Annual Fee \$ 195.00		<b>ALL OTHER SIGNS</b> <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> No permit Required <input type="checkbox"/> Annual fee required for projection into City Right of Way Permit # _____ Min. fee \$35.00 / .35 SF \$ _____	





**SITE PLAN**

110.49'

000-366-130

12 11

**Proposed Sign Location**

The billboard sign will be centered on a single steel pole. The location is just on the other side of the fence at the building line. The sign will extend 11.5' on either side of the pole with the sign face reading to the northeast flowing traffic of Calumet Avenue.

60' to property line

35' to property line

50' to curb of S. 26th St and driveway

Building at 1037 South 26th Street

105' to curb of Marshall Street

103.87' 000-366-020  
37.8' 1  
103.42'

104' 50'  
67.8' 66'

103.87' 257.3'  
36' 4'  
000-369-040

90' 95'  
60' 2507'  
50' 2501'

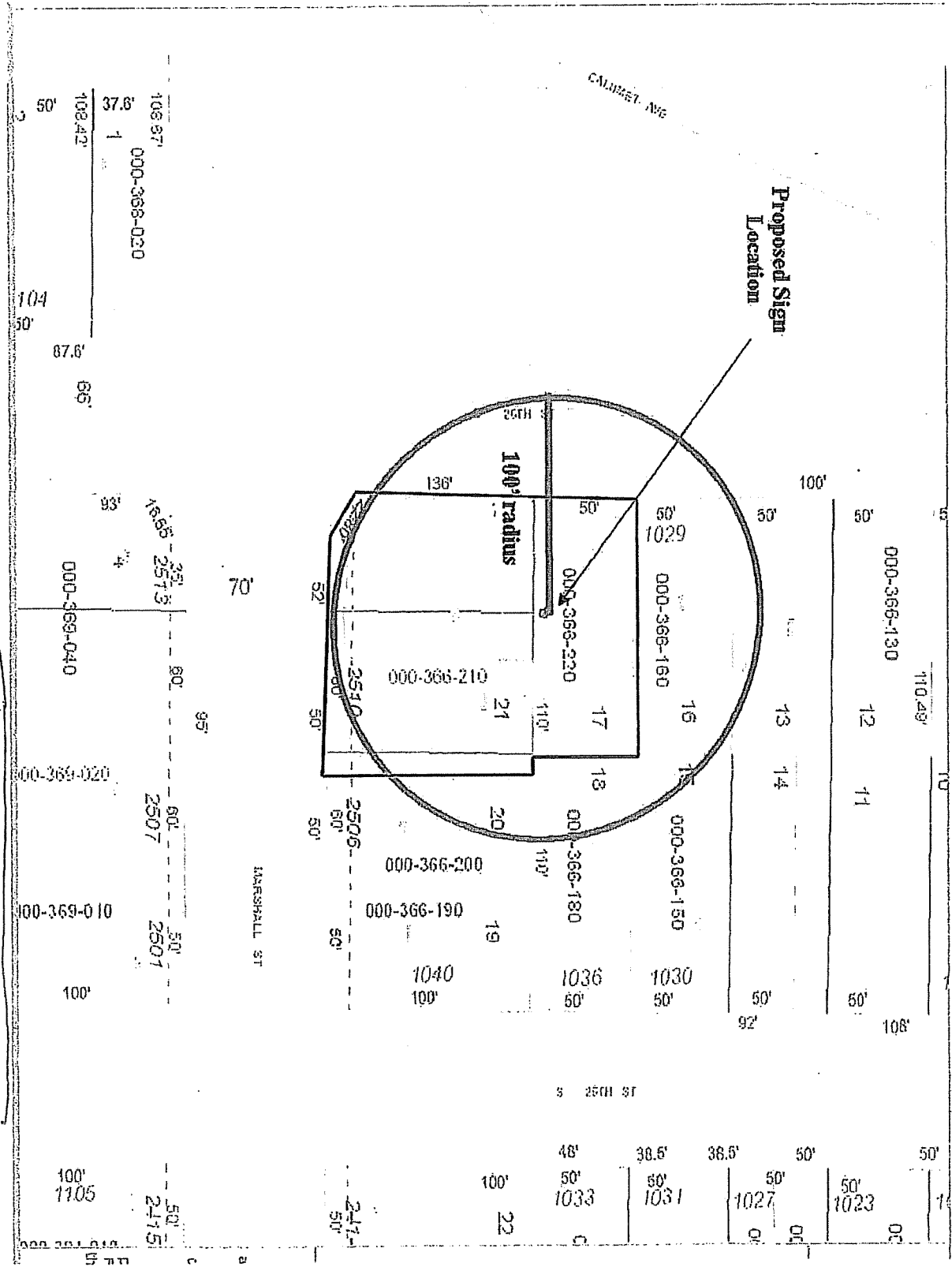
100' 100'  
1105' 241.5'

CALUMET AVE

S 26TH ST

MARSHALL ST

110.49'



Proposed Sign Location

100' radius

CALHOUN AVE

MARSHALL ST

25TH ST

108.97  
37.8'  
1  
000-366-020  
108.42'

104  
50'  
87.6'  
66'

18.55'  
251'  
4  
000-366-040

000-366-020  
2507  
000-366-010

100'

100'  
1105

60'  
2507  
50'  
2507

50'  
2115

70'

95'

136'  
52'  
50'

2510  
50'  
50'

2506  
50'  
50'

241'  
50'

000-366-200  
000-366-190  
1040  
100'

100'  
22

48'  
50'  
1033

38.5'  
50'  
1031

36.5'  
50'  
1027

50'  
50'  
1023

50'

100'  
50'  
50'  
1029  
000-366-160  
15  
13  
14  
000-366-150  
15  
000-366-180  
110'  
1036  
50'  
50'  
92'

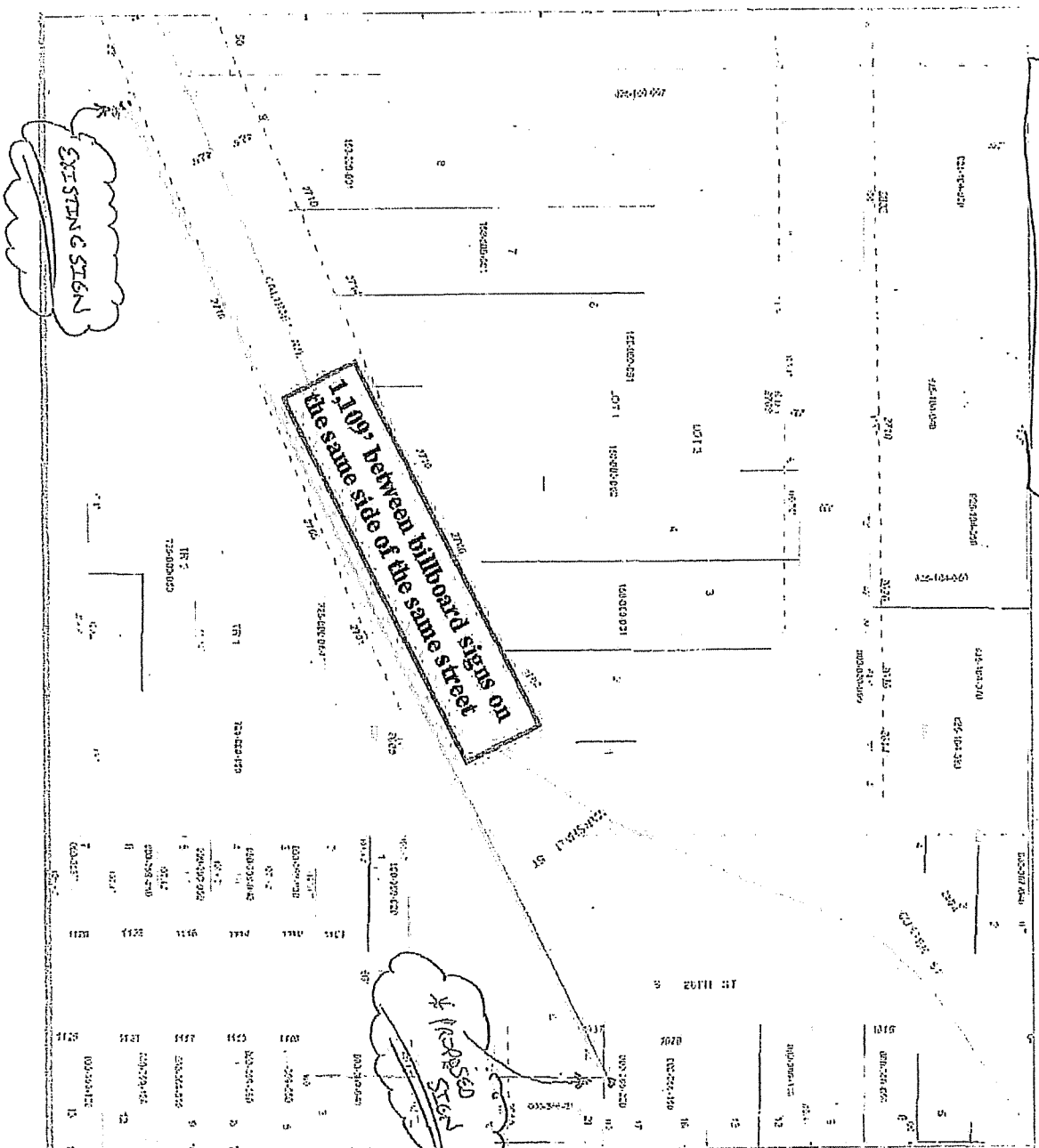
000-366-130  
12  
11

108'

110.43'

00





Manitowoc City /  
County Mapping

LEGEND

UNIMPROVED MARKS

IMPROVED MARKS

WATER

ROAD RIGHTS WAY

ROAD CENTERLINE

PROPERTY MARKS

UNIMPROVED MARKS

IMPROVED MARKS

WATER

ROAD RIGHTS WAY

ROAD CENTERLINE

DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This is not a legal document and is not intended for legal, survey, or related uses.

AERIAL PHOTOS: Aerial photography is date-sensitive. Features that exist presently in the County may not be present in the photos.



23'-0"

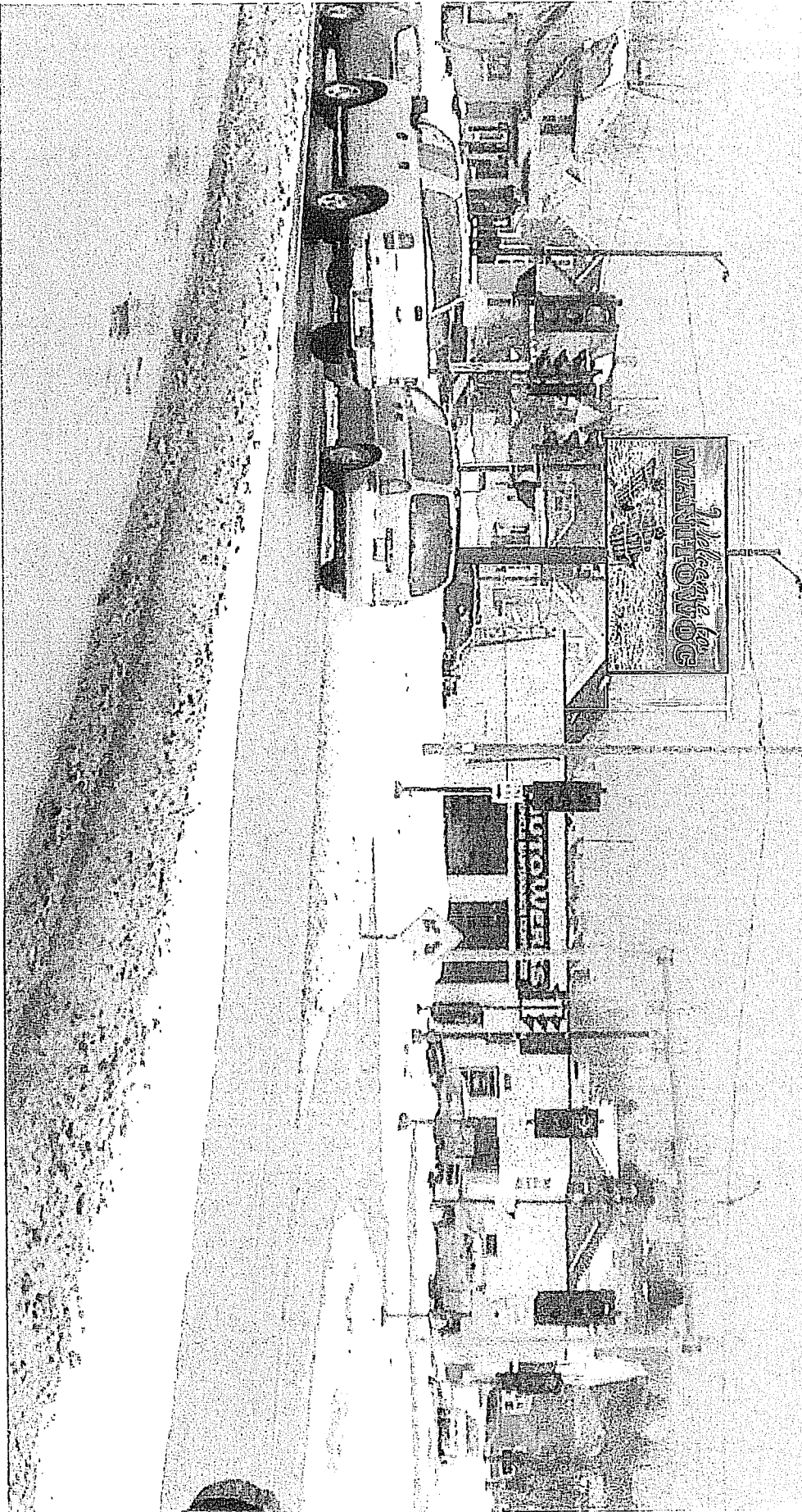


12'

30'-0"

18'







# INSURANCE BINDER

SHUEBNER

DATE (MM/DD/YYYY)  
2/18/2014

THIS BINDER IS A TEMPORARY INSURANCE CONTRACT, SUBJECT TO THE CONDITIONS SHOWN ON THE REVERSE SIDE OF THIS FORM.

AGENCY  
Ansay & Associates, LLC. PW  
101 East Grand Ave.  
Suite #11  
Port Washington, WI 53074

COMPANY  
General Casualty Insurance Company

BINDER #  
200

Date	EFFECTIVE	Time	Date	Expiration	Time
1/15/2014	12:01 AM	X AM	1/15/2015	X	12:01 AM
					NOON

PHONE (A/C, No, Ext): (262) 284-7174

FAX (A/C, No): (262) 377-3784

CODE:  
AGENCY CUSTOMER ID: SIGNMEU-01

SUB CODE:

THIS BINDER IS ISSUED TO EXTEND COVERAGE IN THE ABOVE NAMED COMPANY PER EXPIRING POLICY #:

DESCRIPTION OF OPERATIONS/VEHICLES/PROPERTY (including Location)

INSURED

Sign Me Up of Wisconsin LLC  
311 Forest Avenue  
Sheboygan Falls, WI 53085-2526

## COVERAGES

TYPE OF INSURANCE	CAUSES OF LOSS	COVERAGE/FORMS	DEDUCTIBLE	COINS %	AMOUNT
PROPERTY	BASIC	Loc #1, Bldg #1 - B Loc #1, Bldg #1 - BPP	500	80	200,000.00
	BROAD <input checked="" type="checkbox"/> SPEC		500	80	15,000.00

## GENERAL LIABILITY

COMMERCIAL GENERAL LIABILITY  
CLAIMS MADE  OCCUR

RETRO DATE FOR CLAIMS MADE:

## VEHICLE LIABILITY

ANY AUTO  
ALL OWNED AUTOS  
SCHEDULED AUTOS  
 HIRED AUTOS  
 NON-OWNED AUTOS

EACH OCCURRENCE DAMAGE TO RENTED PREMISES	\$	1,000,000
MED EXP (Any one person)	\$	5,000
PERSONAL & ADV INJURY	\$	1,000,000
GENERAL AGGREGATE	\$	2,000,000
PRODUCTS - COMP/OP AGG	\$	2,000,000
COMBINED SINGLE LIMIT	\$	1,000,000
BODILY INJURY (Per person)	\$	
BODILY INJURY (Per accident)	\$	
PROPERTY DAMAGE	\$	
MEDICAL PAYMENTS	\$	
PERSONAL INJURY PROT	\$	
UNINSURED MOTORIST	\$	

## VEHICLE PHYSICAL DAMAGE

DED ALL VEHICLES SCHEDULED VEHICLES

COLLISION:  
OTHER THAN COL:

ACTUAL CASH VALUE  
STATED AMOUNT

## GARAGE LIABILITY

ANY AUTO

AUTO ONLY - EA ACCIDENT \$  
OTHER THAN AUTO ONLY:  
EACH ACCIDENT \$  
AGGREGATE \$

## EXCESS LIABILITY

UMBRELLA FORM  
OTHER THAN UMBRELLA FORM

RETRO DATE FOR CLAIMS MADE:

EACH OCCURRENCE \$ 1,000,000  
AGGREGATE \$ 1,000,000  
SELF-INSURED RETENTION \$ 10,000

WORKER'S COMPENSATION  
and  
EMPLOYER'S LIABILITY

WC STATUTORY LIMITS  
E L EACH ACCIDENT \$ 100,000  
E L DISEASE - EA EMPLOYEE \$ 500,000  
E L DISEASE - POLICY LIMIT \$ 100,000

SPECIAL  
CONDITIONS /  
OTHER  
COVERAGES

FEES \$  
TAXES \$  
ESTIMATED TOTAL PREMIUM \$

Name & Address

MORTGAGEE  
LOSS PAYEE  
LOAN #

AUTHORIZED REPRESENTATIVE

*Sandra Heubner*