

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

Re: **PC9-2014: Peltier/Autowerks Vehicle Maintenance Center, LLC/Sign Me Up; Animated Billboard at 1037 So. 26th 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.
- A. 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. 26th 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:

- o 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.
- o The location of the proposed sign is 1,109' from the nearest billboard on the same side of the same street on Calumet Avenue.
- o The property is zoned C-1 and the sign will not face any residential district.
- o The proposed sign location is approximately 40' to the ROW of S. 26th 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.
- o 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.
- o This fixed animated LED sign will be set to 5,000/480 nits to comply with the brightness requirements.
- o The sign will be 18' to the bottom of the sign with an overall height of 30'.
- o There are no other projecting or pylon signs on this property.
- o The sign structure will be a single-face sign and will not have stacked sign faces
- o 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,

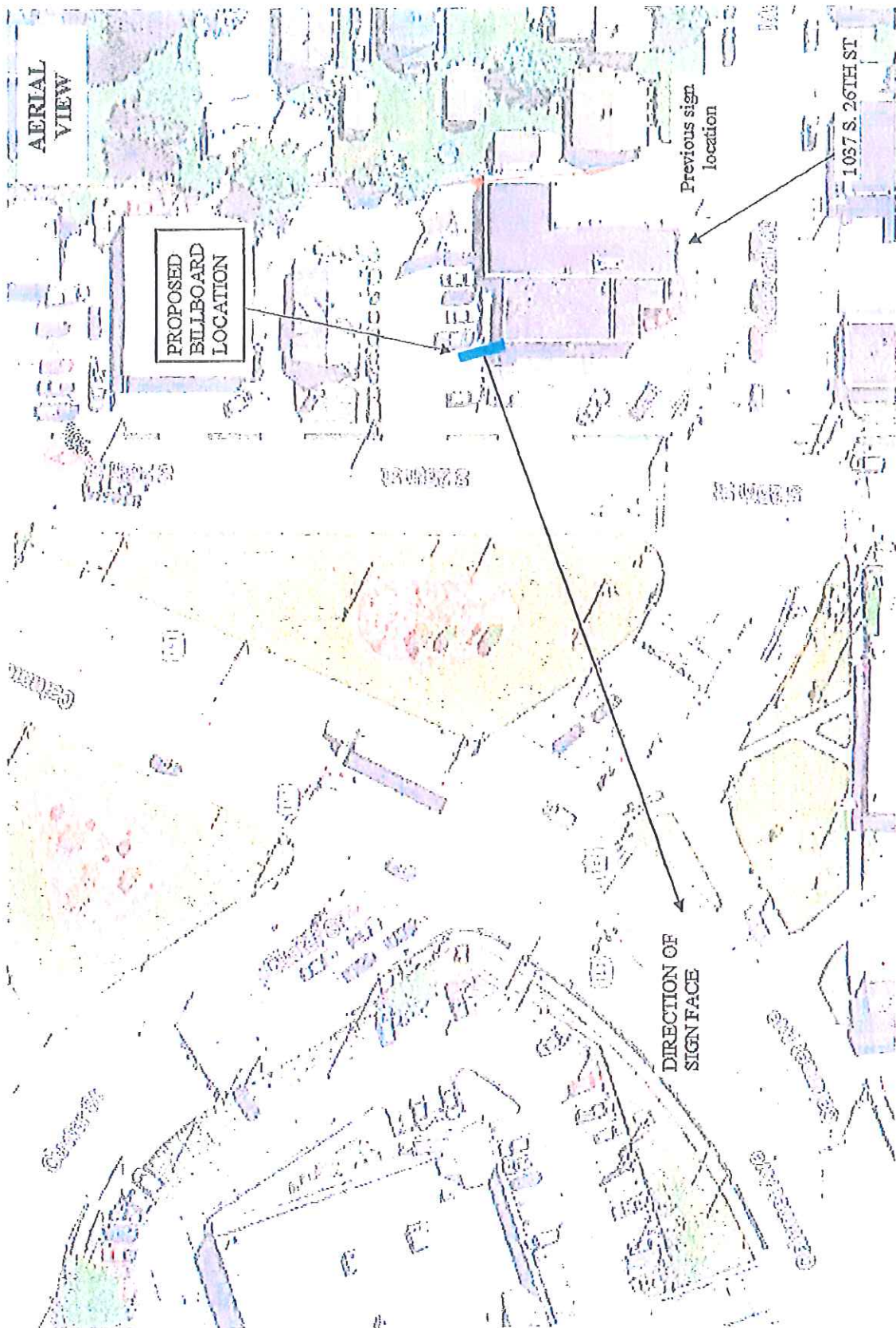
Paul Radermacher
Sign Me Up!



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 th 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 th Street	Sign Cost (\$85,000)	Zoning District C-1
1) DIMENSIONS OF SIGN Width 23' x Height 12' = Area 276 SF		
2) ELEVATION North <input checked="" type="checkbox"/> South <input type="checkbox"/> East <input checked="" type="checkbox"/> West <input type="checkbox"/>		3) FACES 1 No. of Faces
4) ILLUMINATION <input checked="" type="checkbox"/> Internal <input type="checkbox"/> External	4-A) ELECTRICAL CONTRACTOR - WISCONSIN MASTER & MANITOWOC CITY LICENSE Name: Berke Electric (Dean Berke) Phone: 920-467-2649	
5) TYPE OF SIGN <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)		
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated W _____ x H _____ = _____ SF (_____ %) Animated W _____ x H _____ = _____ SF (_____ %)		5-B) ANIMATED SIGNS - STAND ALONE 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.		
5-C) GROUND SIGNS 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		
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. 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-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).
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.
7) ATTACHMENTS <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"/> N/A 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).		
ANIMATED (FIXED SIGN) 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 \$ _____	ANIMATED (MOVEABLE SIGN) 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	ALL OTHER SIGNS <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 \$ _____



AERIAL VIEW

PROPOSED BILLBOARD LOCATION

Previous sign location

1037 S. 26TH ST

DIRECTION OF SIGN FACE

SITE PLAN

110.20'

000-366-1300

10'

12'

14'

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.

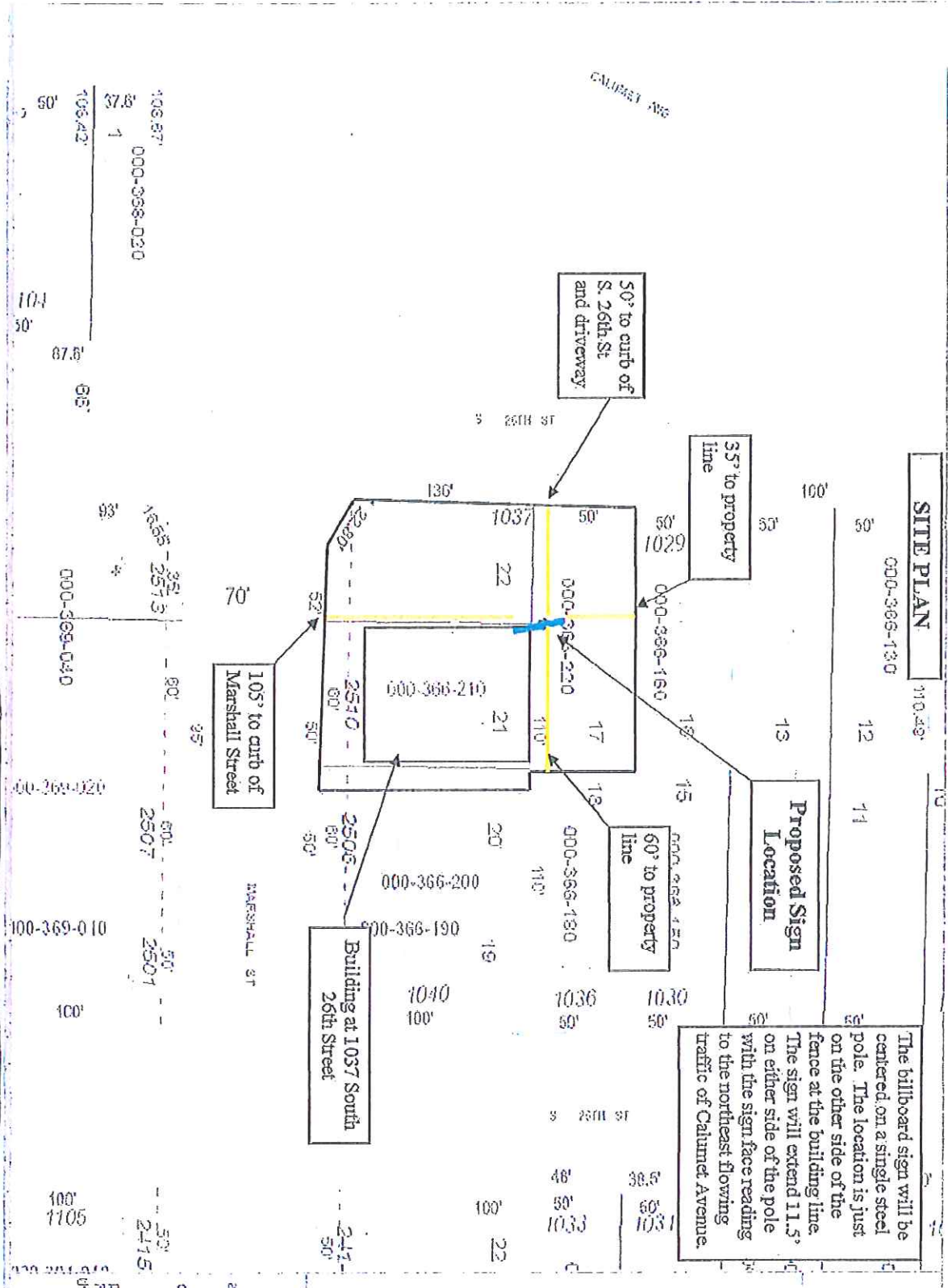
35' to property line

60' to property line

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

Building at 1037 South 26th Street

105' to curb of Marshall Street



CALUMET AVE

S 26TH ST

MARSHALL ST

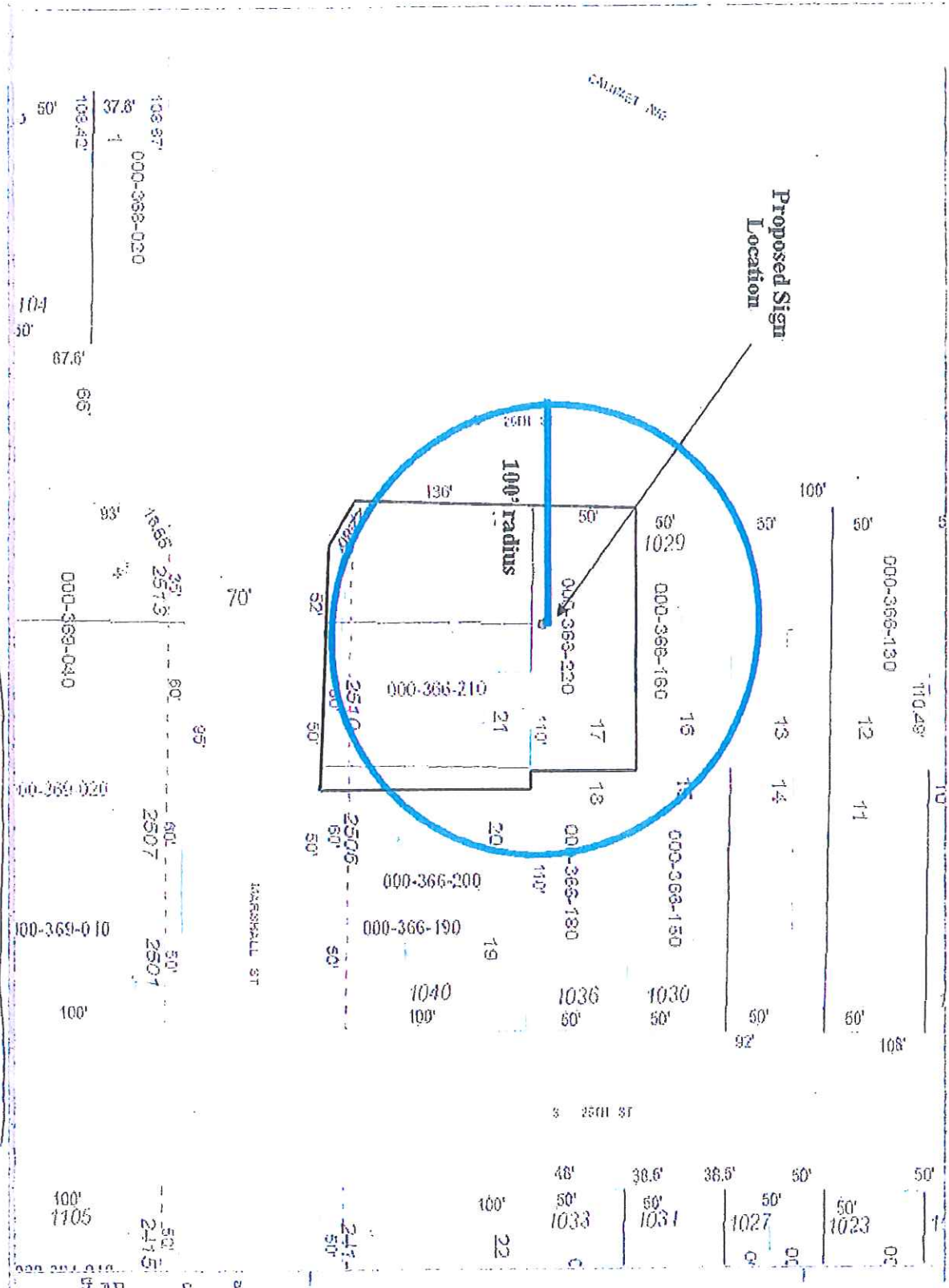
106.87' 000-368-020
32.8'
1
106.42'

101'
50'
87.6'
66'

106.55' 2573
100-369-040

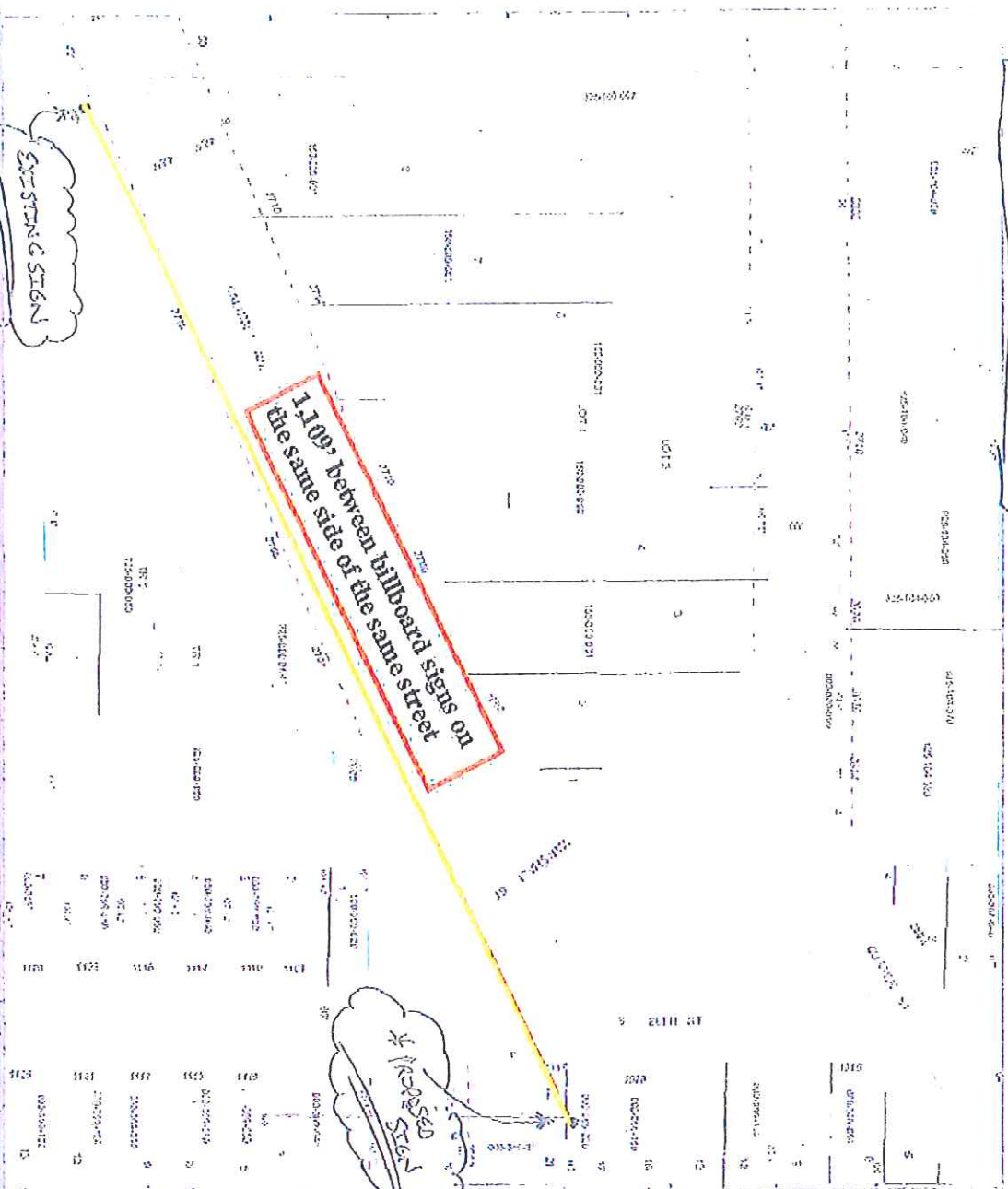
100-369-020
2507
100-369-010

100'
1105
2175



Manitowoc City /
County Mapping

1100' between billboard signs on the same side of the same street



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

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

Map of the City of Manitowoc, Wisconsin, showing the location of the proposed sign. The map includes the following information:

- Map of the City of Manitowoc, Wisconsin, showing the location of the proposed sign.
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Marionette City / County Mapping

500000' Ave

C-1 Zone

15 HIGH 2

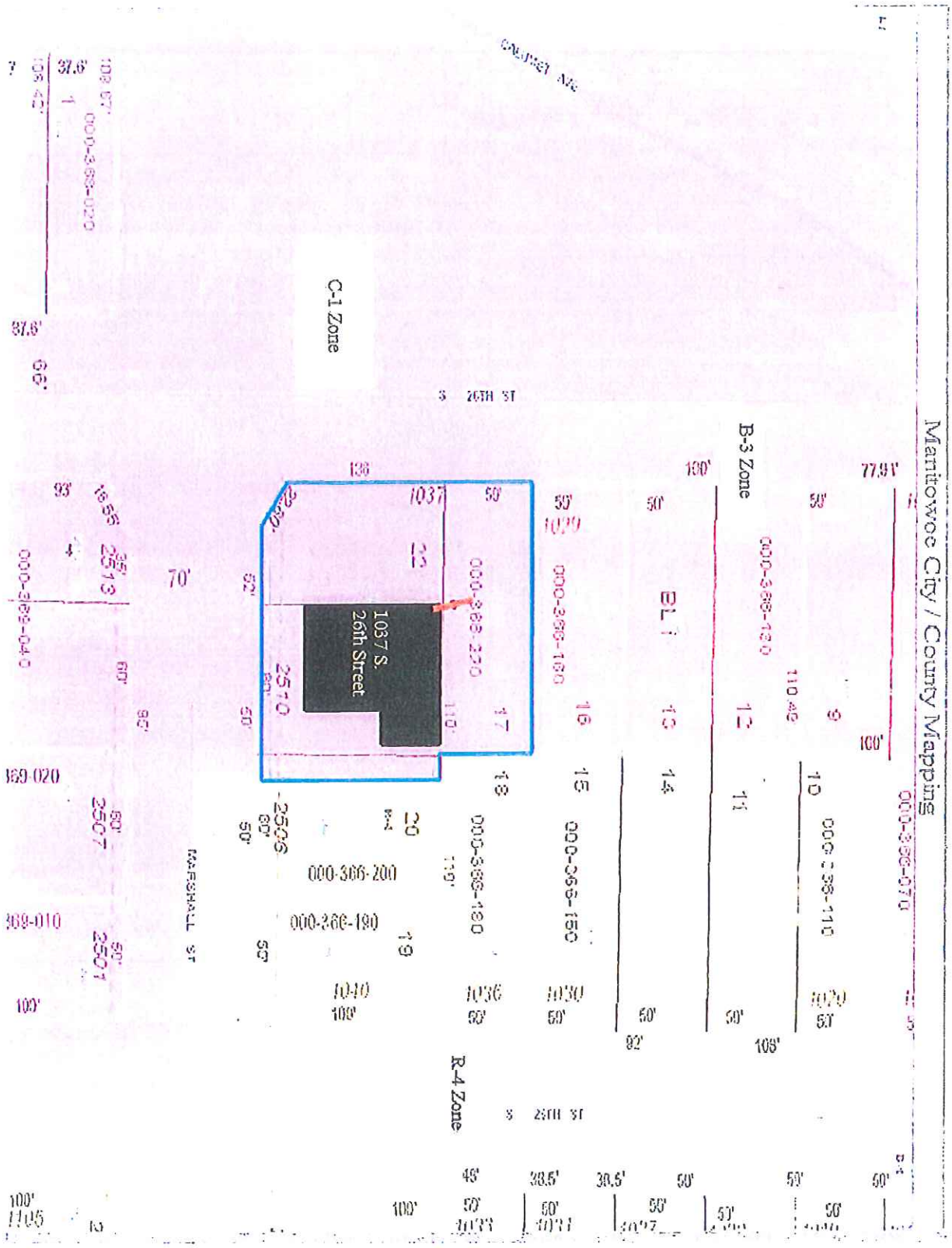
B-3 Zone

BLI

R-4 Zone

1037 S.
26th Street

MARSHALL ST



77.91'

000-388-070

60'

100'

000-388-120

12

110 ac

11

108'

15

000-388-150

14

103'

53

000-388-160

16

15

103'

59

50'

000-388-210

17

18

000-388-180

19

103'

110'

138

1037

11

20

000-388-200

19

1010

108'

22.50'

2510

50'

80'

50'

50'

70'

85.5'

2513

60'

90'

80'

2507

80'

108.57'

000-388-020

37.6'

66'

37.6'

7

108.57'

000-388-040

38'

60'

80'

90'

2507

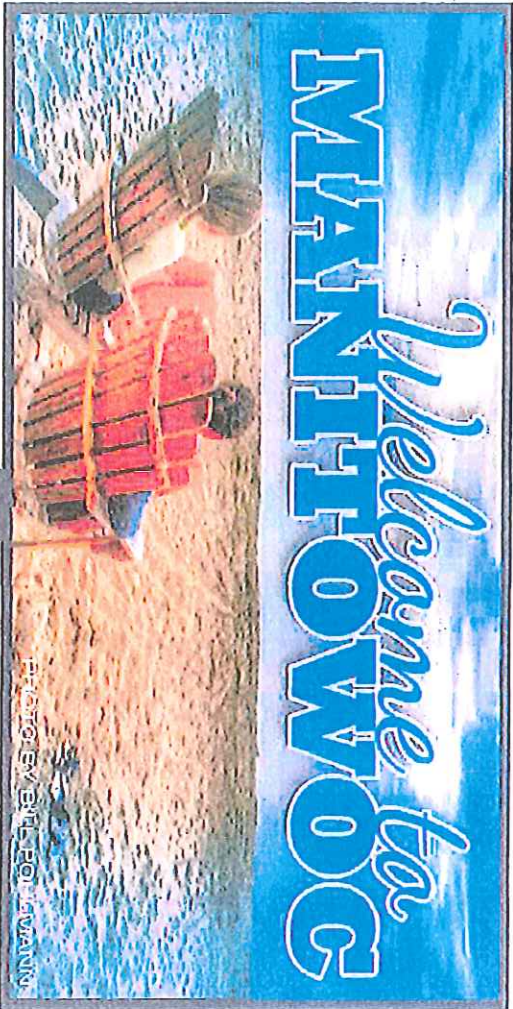
80'

100'

1105

90'

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 200

Effective Date: 1/15/2014 12:01 AM
Expiration Date: 1/15/2015 NOON

PHONE (AG, Ho, Ext): (262) 284-7174

FAX (AG, Ho): (262) 377-3784

CODE:
AGENCY CUSTOMER ID: SIGNMEU-01
INSURED

SUB CODE:

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

DESCRIPTION OF OPERATIONS/VEHICLES/PROPERTY (including Location)

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 X SPEC		500	80	15,000.00

GENERAL LIABILITY

COMMERCIAL GENERAL LIABILITY
CLAIMS MADE OCCUR

RETRO DATE FOR CLAIMS MADE:

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 LIABILITY

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

ACTUAL CASH VALUE	\$	
STATED AMOUNT	\$	

VEHICLE PHYSICAL DAMAGE

DED ALL VEHICLES SCHEDULED VEHICLES

COLLISION:
 OTHER THAN COL:

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

GARAGE LIABILITY

ANY AUTO

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

EXCESS LIABILITY

UMBRELLA FORM
OTHER THAN UMBRELLA FORM

RETRO DATE FOR CLAIMS MADE:

<input checked="" type="checkbox"/> WC STATUTORY LIMITS		
E L EACH ACCIDENT	\$	100,000
E L DISEASE - EA EMPLOYEE	\$	500,000
E L DISEASE - POLICY LIMIT	\$	100,000

WORKER'S COMPENSATION
and
EMPLOYER'S LIABILITY

FEES	\$	
TAXES	\$	
ESTIMATED TOTAL PREMIUM	\$	

SPECIAL
CONDITIONS /
OTHER
COVERAGES

Name & Address

MORTGAGEE
LOSS PAYEE
LOAN #

AUTHORIZED REPRESENTATIVE

Sandra Huebner