

## Report to the Manitowoc Plan Commission

**Meeting Date:** November 20, 2019

**Request:** PC 38-2019: Dabbco LLC; Request for a Special Permit for an Animated Sign in an I-1 Light Industrial District located at 2035 S 30<sup>th</sup> Street.

**Reason for Request:** The placement of an animated sign requires the issuance of a Special Sign permit from the Plan Commission.

**Existing Land Use for Subject Property:** Industrial / Warehouse

**Existing Zoning for Subject Property:** I-2 Heavy Industrial

### Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
North, East, South	Industrial	I-2 Heavy Industrial
West	Industrial, Retail	I-1 Light Industrial

**Report:** Terry Dab from Dabbco LLC would like to erect an animated wall sign at 2035 S. 30<sup>th</sup> Street. The animated sign measures 5.5' X 1.4' for 7.7 square feet which is under the maximum animated square feet allowed for an animated sign. The non-animated portion of the sign is 6' x 4' for 24 square feet. An animated sign cannot be more than 30% of the area of the total sign; this sign meets those requirements.

The sign would be affixed to the west wall of the building. The building is a former warehouse terminal with office support space. A retail business is planning to open in the former office space of the building. The sign will face west towards the convenience store across S. 30<sup>th</sup> Street.

**Compliance Analysis:** The site is located in the I-1 zoning district which allows for an animated sign to be erected. The following is a list of requirements for an animated sign that must be complied with or otherwise waived by the Plan Commission.

A. 15.450(12)(j) • Maximum of one (1) on-premise ground sign per business or activity. *Not Applicable because the sign is a wall sign not a ground sign.*

B. 15.450(14)(h)3. • "I-1" district allows for wall, ground sign and animated signs pursuant to 15.450(18). Maximum total combined sf is 500sf. *The proposed sign complies with this restriction.*

C. 15.450(18)(g)6(A) • A minimum 100 feet of sight distance between existing single and two family residential uses and the sign. *The sign is not near any residential uses, all the adjacent uses are either industrial or commercial.*

D. 15.450(18)(g)9&10 • The animated portion of the sign shall not be within 100' of a signalized intersection. *The sign is not within 100' of a signal, the nearest signal is approximately 200' away.*

E. 15.450(18)(c)8. • Landscape requirement is not applicable for this project..

F. 15.450(18)(h)2. • The animated portion of the sign shall not exceed 30% of any non-animated sign permitted or 30 sf/sign face. *The sign does not exceed 30% of the non-animated signs.*

Content Neutrality: based on the relatively recent Supreme Court Case Reed v. Town of Gilbert, signs can't be regulated differently, based on their content. In other words if the text on the sign has to be read in order to know how to regulate it the sign ordinance is not legal.

**Recommendation:** Approval of the Special Permit for the animated sign as depicted in the sign permit application.

Paul will drop off #125.00 fee. 10-4/19 paid

ANIMATED

38-2019



**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 • [buildinginspection@manitowoc.org](mailto:buildinginspection@manitowoc.org)

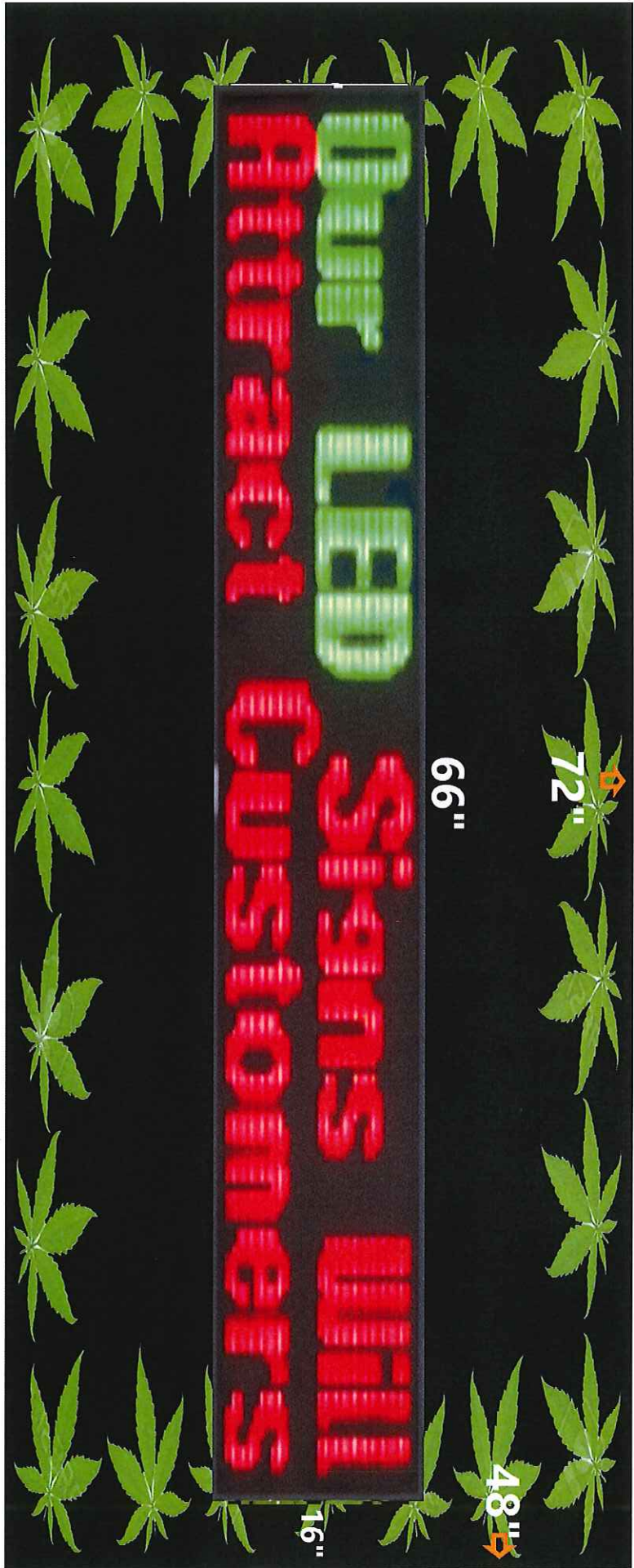
BUD-2019-02231

920CBO sales@gmail.com

Owner's Name <u>Terry Dab</u>		Address <u>2033 S. 30th St</u>	Telephone <u>920 629 2277</u>
Tenant's Name <u>Paul &amp; Mollie</u>		Address <u>2035 S. 30th St</u>	Telephone <u>920-6458859</u>
Contractor's Name <u>N/A</u>		Address <u>N/A</u>	Telephone <u>N/C</u>
Project Location		Sign Cost (\$)	Zoning District <u>F-2</u>
1) DIMENSIONS OF SIGN Width <u>66"</u> x Height <u>14"</u> = Area <u>88</u> <u>7.7</u> (SF)			
2) ELEVATION North _____ South _____ East _____ West _____		3) FACES _____ / _____ No. of Faces	
4) ILLUMINATION Internal _____ External _____		4-A) ELECTRICAL CONTRACTOR – WI STATE MASTER & MANITOWOC CITY LICENSE Name: _____ Phone: _____	
5) TYPE OF SIGN Ground Sign _____ <input checked="" type="checkbox"/> 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 _____ x H _____ = _____ SF ( _____ %)		5-B) ANIMATED SIGNS - STAND ALONE Animated W <u>66"</u> x H <u>16"</u> = <u>88</u> 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 _____ 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. _____ Width x _____ Height = _____ Area SF _____ Type _____ Width x _____ Height = _____ Area SF _____ 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). _____ Certificate of Liability Insurance (sign contractor, unless current copy is on file). _____ Approved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District). _____ Animated signs (please refer to attached handout for required attachments).			
<input checked="" type="checkbox"/> 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 \$ _____			

$$72 \times 48 = 3456 \div 144 = 24 \#$$
$$66 \times 16 = 1056 \div 144 = 7,3 \#$$

$$24 \# \div 30\% = 7,2 \#$$












Imagery ©2019 Google, Imagery ©2019 Maxar Technologies, Map data ©2019 50 ft



## 2035 S 30th St

Manitowoc, WI 54220


-  Directions
-  Save
-  Nearby
-  Send to your phone
-  Share

38F7+V9 Manitowoc, Wisconsin

### Photos



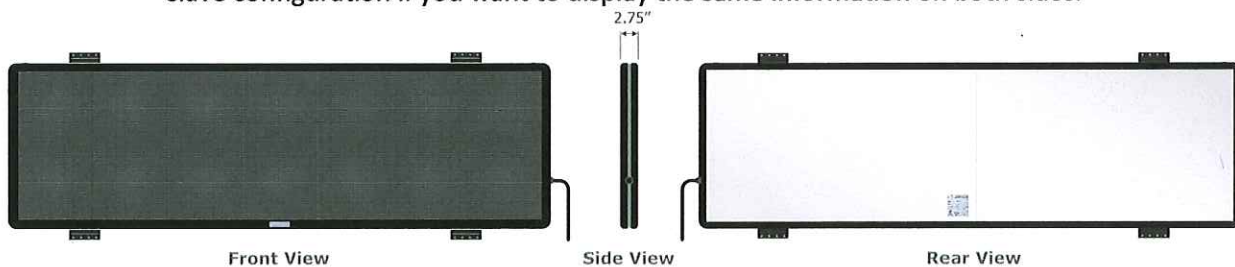
### USA and Canada Certifications

- All [20 sizes](#) of our LED signs are Made in the USA  with domestic and foreign parts. Our LED signs are built to a much higher standard than other LED signs. **They are FCC Compliant, UL Compliant, CSA Compliant and Metlab Certified.** They come with a [proof of certification label](#) with a corresponding serial number which helps to verify that your sign is safe and meets local requirements. They are completely weatherproof with a sliding back panel that enables you to look inside. They have new advanced features. **They are vastly superior to other LED signs available on the Internet.**

### Free 3 Year Warranty

- Our signs are built to last. If you leave them on 24 hours a day 7 days a week, they'll work great for at least 11 years maintenance free. **We have the best warranty in the industry.** It covers all parts and factory labor. **We have free lifetime telephone technical and programming support.** All [20 sizes](#) are built in Los Angeles with strict quality control and top quality craftsmanship.

- Our LED signs come ready to go with everything you need. All [20 sizes](#) are lightweight, weatherproof and already assembled. They come with an instruction manual, brackets and a wireless remote control keyboard. You can attach the brackets to anywhere on the top or the bottom of the sign. **You can hang it yourself or use a handyman.** Just plug it in a regular 110 volt electric outlet. They're simple to operate. **Order 2 LED signs to display on both sides of a pole or a monument.** Order them in a master slave configuration if you want to display the same information on both sides.





### Easy to Program

- All [20 sizes](#) come with our exclusive **wireless remote control qwerty keyboard**. It is bigger, better and more advanced than other LED sign remote controls. It is very easy to operate. **You can write and store hundreds of different rotating messages from up to 200 feet away**. You can choose from hundreds of built-in moving animated images. Change the scroll speed faster, slower, still, changing or flashing. They can scroll left, right, up, or down. The sign has all the software built-in and you use the wireless remote control keyboard to program it. **There is no need for a computer or the Internet.**

### Multicolor and Customizable

- Our LED signs have many stored images and font styles to choose from. **All [20 sizes](#) are multicolor with 256 shades and gradients of red, green and yellow**. They display 1 and 2 line messages. They can display up to 4 lines at a time on 36" high sizes. They can be displayed vertically and horizontally. They have date and time functions. **They have a wide assortment of animated backgrounds including the American flag**. There are built-in special effects with many variations. They include multiple 3D effects, scroll, reverse, pause, dividing, erasing, neon borders, rotating, flashing, adjustable width, animation, enlarge, reduce, by color, pattern, laser and more.

### Top Quality and Weatherproof

- **We are constantly improving the quality and performance of our products**. All [20 sizes](#) are completely weatherproof for outdoor and indoor advertising. **They are very durable, lightweight and only 3 inches thick**. The frame is only 1 inch wide, which makes almost the entire sign a lighted display. The extruded aluminum frame keeps the weight low. The polycarbonate grill adds strength and heat resistance. The aluminum sliding back panel resists cracks and rust. The IP 65 rated silicone coating protects it from moisture.

### Super Bright and Clear

- Our LED signs attract customers to any type of business. Each sign contains thousands of LED lights. All [20 sizes](#) have extremely bright moving messages, images and effects. **They're around 10 times brighter than modern day flat screen televisions**. They have 10 levels of adjustable brightness. **They can be seen from a much greater distance than conventional signs**. They're sharp and clear from up close and very far away.

### Brand New Technology

- All [20 sizes](#) are the newest generation and state-of-the-art. **Our signs are better, brighter and have more features than other LED signs**. They have low energy consumption which saves up to 90% in energy costs. **Advertise 24 hours a day with minimal power usage**. They only use as much power as 1 or 2 normal light bulbs. They're completely silent. We use high performance LED modules and the highest grade Meanwell power supply. They are easily programmed with the included wireless remote control qwerty keyboard. We can build you a custom sign if you have particular requirements that you do not see on this website. Just call **888-885-7740**.