

## Report to the Manitowoc Plan Commission

**Meeting Date:** May 23, 2018

**Report Print Date:** May 18, 2018; 2:21 PM

**Request:** PC 14-2018: Discussion Regarding a Potential Rezoning from B-3 General Business to C-1 Commercial to allow for the Placement of a Digital Billboard Located at Rummele's Jewelers - 4101 Calumet Avenue

**Reason for Request:** David and Steve Pahmeier, owners of Rummele's Jewelers would like to erect an animated billboard on at their store located at 4101 Calumet Avenue.

**Existing Land Use for Subject Property:** Business / Retail

**Existing Zoning for Subject Property:** B-3 General Business

### Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
West, East and South	Restaurants, Store, Retail	B-3 General Business
North	Car dealership	C-1 Commercial

**Comprehensive Plan:** General Business.

In the Policies section of the Economic Development Goals, Objectives, and Policies (Chapter 7) portion of the Comprehensive Plan item "e." states "Continue to enhance and beautify the streetscapes along major corridors and community gateways, particularly Calumet Ave. (USH 151), Washington St., and Waldo Blvd".

Item "m." of the same section states: "Over time, and as budgets allow, develop and implement a Calumet Ave. (USH 151) beautification program, including burying overhead utilities, widening terrace areas, renovating curbs and sidewalks, installing new overhead light fixtures, and landscaping and planting of street trees."

**Report:** This topic is on the Plan Commission agenda for discussion purposes only at the request of the owners.

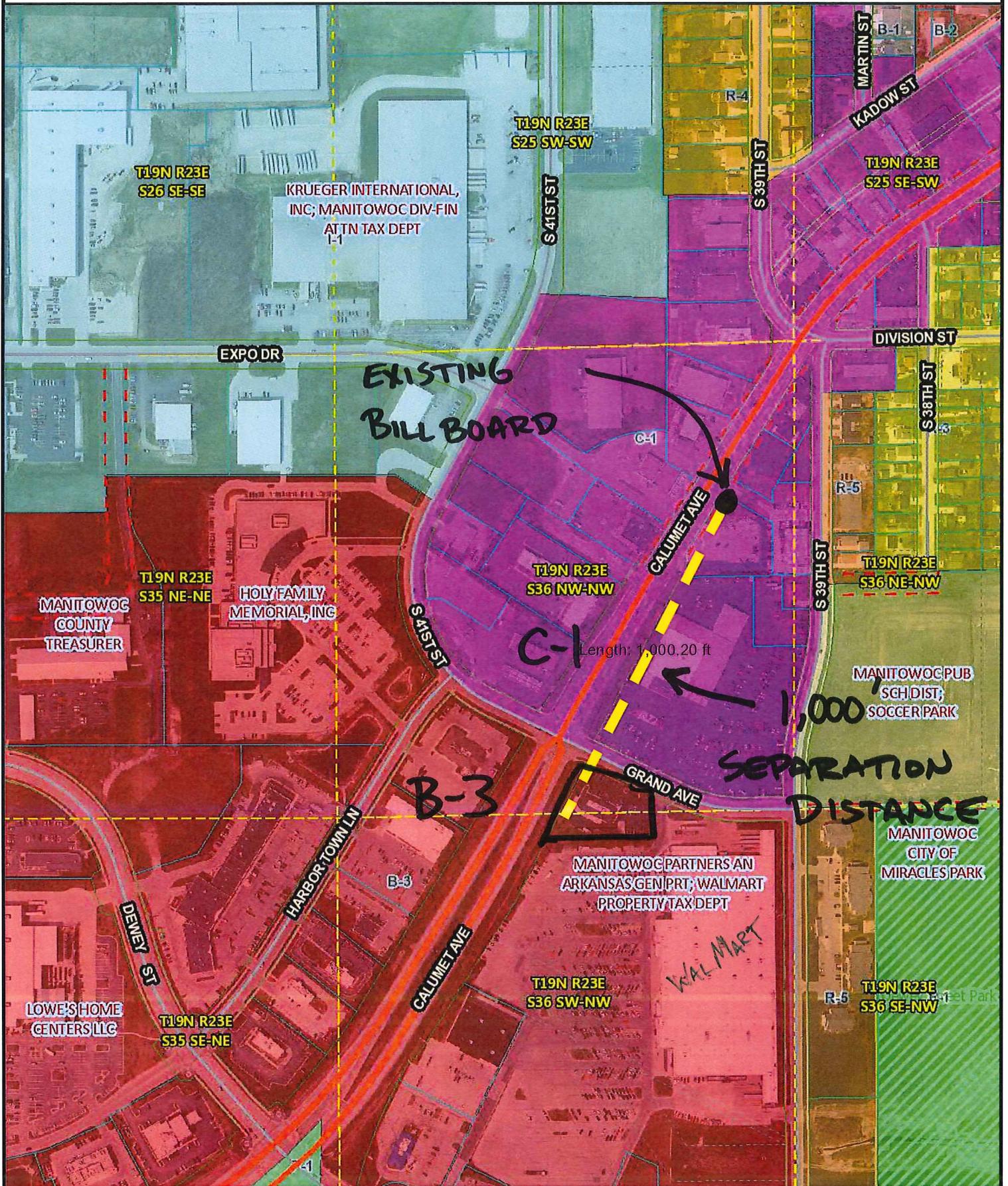
The Pahmeiers (Owners of Rummele's Jewelers) along with Sign Me Up would like to gauge the Plan Commission's support / nonsupport regarding the placement of an animated billboard at the southwest corner of their lot located at 4101 Calumet Avenue. Billboards can only be placed in C-1, Commercial or "I" industrial districts. The Pahmeiers would need to rezone their property from B-3 General Business to C-1 Commercial in order to erect the billboard.

Per the sign code bill boards require a 1,000 foot separation distance from any existing billboard located on the same side of the same street from which said sign is intended to be read. The

southwest corner of the Rummeles lot is not within 1,000 feet of an existing billboard located at 3949 Calumet Avenue.

**Recommendation:** If a petition for a Rezoning was submitted the Community Development Department would recommend against rezoning the property to allow for the erection of a billboard. The current retail use is permitted in the B-3 district. The Department has also been working on a Sign Ordinance update in the past with some of the major driving forces being the reduction of signage, enhancing aesthetics and general “beautification” of the Calumet Avenue corridor.

# Rummeles



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