

## Report to the Manitowoc Plan Commission

**Meeting Date:** June 23, 2021

**Reason for Request:** PC 22-2021: Lamar Advertising; Request for Special Permit for a Proposed Animated Billboard, 4744 S. Rapids Road.

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

**Existing Zoning for Subject Property:** I-1 Light Industrial

### Surrounding Property Land Uses and Zoning

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

**Report:** Lamar Advertising Company is looking to convert the north face of an existing billboard structure from static to animated. The support structure will also have to be upgraded to support the additional weight of the animated sign. The size of the proposed animated billboard will remain the same as the existing static sign; 11' x 23' = 253 s.f.

Section 15.450(18)g grants the Plan Commission authority to issue special permits for animated signs.

In the I-1 Light Industrial District a maximum of two off-premises or billboard signs per property may be permitted upon approval of the City Plan Commission provided the signs meet all of the following requirements: *Text in italics are responses to the requirements.*

A. Is not within 150 feet of a Residential Zoning District; *(the billboard is not within 150' of a residential zoning district)*

B. Does not face residences located in, or adjacent to, a Residential Zoning District; *(the billboard does not face residences)*

C. Does not exceed a total area on each face of 500 square feet, and is not within 1,000 feet of an existing off-premises or billboard sign located on the same side of the same street from which said sign is intended to be read; *(the billboard is existing and meets the separation and total area requirements)*

D. Is not incompatible with the general architectural lines and forms of nearby buildings and the character of the streetscape or area within which it is to be located; *(the sign location is existing and will be the same size)*

E. Does not obstruct, obscure, or otherwise physically interfere with the line of sight or the ability to visually see an official traffic sign, signal or device, or obstruct or physically interfere with the

driver's view of approaching, merging or intersecting traffic; and *(the location is existing, the sign meets this requirement)*

F. Does not result in adverse effects upon neighboring properties or the health, safety and general welfare of the public. *(the location is existing, the sign meets this requirement)*

The animated sign does not interfere with any signal lights in the area.

Lamar shall provide a landscaped setting of ornamental shrubs, flowers, groundcover and other acceptable landscape materials, defined under MMC 15.690(1)(a), in a ground area equal to a minimum of two times the area of the sign (inclusive of border and trim, but excluding the base or apron, supports and other structural members);

Lamar shall submit a landscape plan to the City Planning Department that meets all applicable requirements under MMC 15.690(9)(a); said plan shall be subject to a site plan review fee under MMC 15.370(2)(b); and

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



# 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)

Owner's Name Leonard Kaderabek		Address 4821 Vista Rd, Manitowoc, WI 54220		Telephone 920-682-1759	
Tenant's Name Lamar Advertising of Green Bay		Address 1800 Scheuring Rd, Ste C, De Pere, WI 54115		Telephone 920-347-3490	
Contractor's Name Lamar Advertising of Green Bay		Address 1800 Scheuring Rd, Ste C, De Pere, WI 54115		Telephone 920-347-3490	
Project Location S. Rapids Rd. 600' s/o Custer St. @ Leonard Ln.			Sign Cost (\$) \$55,000		Zoning District I-1
1) DIMENSIONS OF SIGN Width <u>23'</u> x Height <u>11'</u> = Area <u>253</u> SF					
2) ELEVATION X North X South East West			3) FACES <u>2</u> No. of Faces		
4) ILLUMINATION <u>X</u> Internal <u>    </u> External		4-A) ELECTRICAL CONTRACTOR – WI STATE MASTER & MANITOWOC CITY LICENSE Name: Eland Electric Corp. Phone: 920-338-6000			
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 checked="" type="checkbox"/> Face Change <input type="checkbox"/> Projecting Sign / Awning / Canopy <input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Animated (Fixed) <input type="checkbox"/> Animated (Moveable)					
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED 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> %)			5-B) ANIMATED SIGNS - STAND ALONE Animated W <u>23'</u> x H <u>11'</u> = <u>253</u> SF		
<b>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 <u>19'</u> Clearance between bottom of the sign and the ground <u>30'</u> Overall sign height <u>100'</u> Setback from street Right of Way <u>    </u> Setback from edge of nearest driveway (from center of S. Rapids Rd.)					
5-D) PROJECTING SIGNS <u>    </u> Distance between bottom of the sign and the grade at the Right of Way <u>    </u> Projection from building					
6) EXISTING SIGNAGE – List the size and type of ALL signs currently on the parcel. <u>23'</u> Width x <u>11'</u> Height = <u>253</u> Area SF <u>Static poster billboard face</u> Type <u>23'</u> Width x <u>11'</u> Height = <u>253</u> Area SF <u>Static poster billboard face</u> Type <u>    </u> Width x <u>    </u> Height = <u>    </u> Area SF <u>    </u> 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"/> 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 # <u>    </u> BBAP <u>    </u> Plan Commission # PC <u>    </u> <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Conditions and/or waivers attached Permit # <u>    </u> Min. \$35.00 / .35 SF \$ <u>    </u>		ANIMATED (MOVEABLE SIGN) Admin. Rev. \$70.00 # <u>    </u> BBAP <u>    </u> Dir Inspection <input type="checkbox"/> Approved <input type="checkbox"/> Denied Dir Engineering <input type="checkbox"/> Approved <input type="checkbox"/> Denied Permit # <u>    </u> 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 # <u>    </u> Min. fee \$35.00 / .35 SF \$ <u>    </u>	

Lamar Advertising of Green Bay  
1800 Scheuring Road, Suite C  
De Pere, WI 54115

### SCALED SITE PLAN

Locations: S Rapids Rd 600' s/o Custer St @ Leonard Ln  
Existing Panel #: 4010 / 4011

Existing back-to-back poster structure to be replaced with new 30' pole back-to-back structure with a static poster face on the south side and a digital poster face on the north side. New foundation to be poured with depth of 7 feet.

Landscaping plan included with application.

Total face signage = 506 sq ft



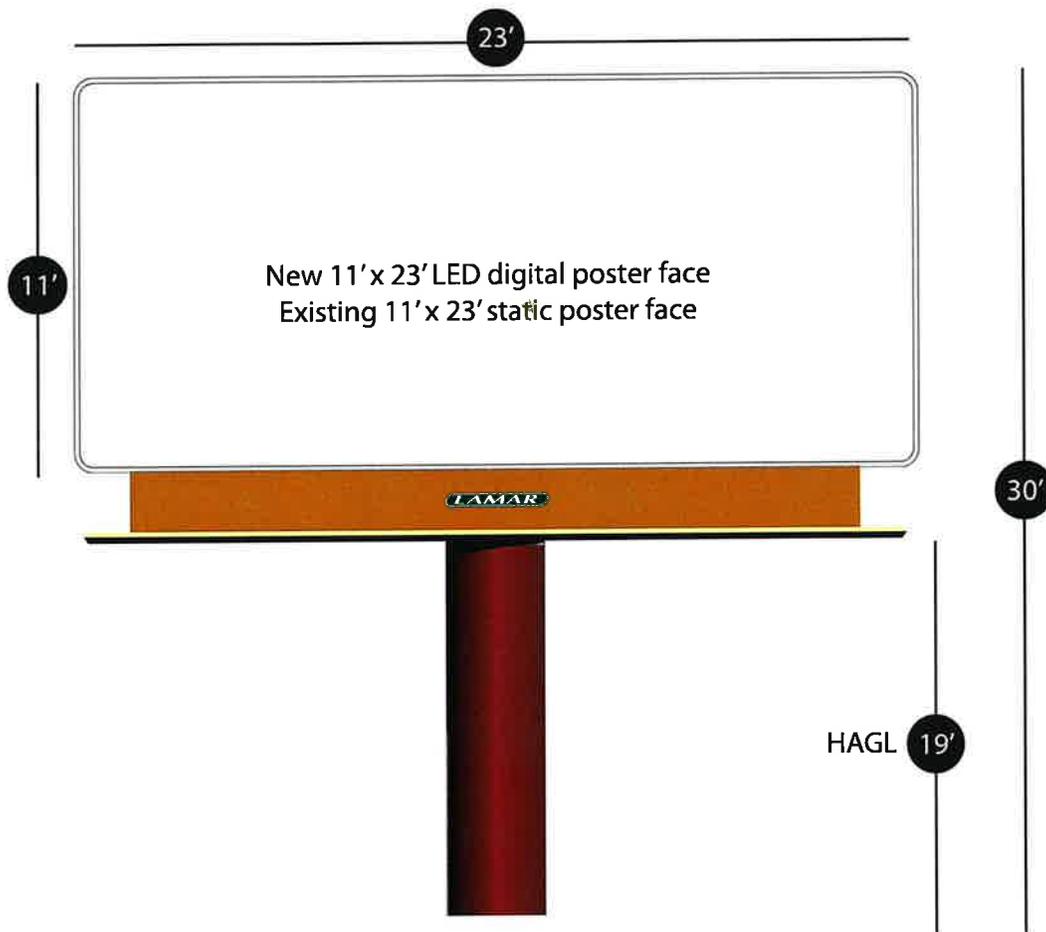


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### SCALED STRUCTURE DRAWING

Locations: S. Rapids Road 600' s/o Custer St @ Leonard Ln.  
Existing Panel #: 4010 / 4011

New 30' Center Mount Single Pole Structure  
Total face signage = 506 sq ft



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### GRAPHIC RENDERING OF PROPOSED CONVERSION

Locations: S Rapids Rd 600' s/o Custer St @ Leonard Ln  
Existing Panel #: 4010  
North facing for southbound traffic

New digital poster face 11' x 23'



Google Maps 1351 S Rapids Rd # 4010



Image capture: Aug 2019 © 2021 Google

Manitowoc, Wisconsin



Street View

W Custer St

Custer St



S

W

E

N



AGENCY CUSTOMER ID: \_\_\_\_\_

LOC #: \_\_\_\_\_



**ADDITIONAL REMARKS SCHEDULE**

AGENCY Willis Towers Watson Southeast, Inc.		NAMED INSURED Lamar Advertising Company 5321 Corporate Blvd Baton Rouge, LA 70808	
POLICY NUMBER See Page 1		EFFECTIVE DATE: See Page 1	
CARRIER See Page 1	NAIC CODE See Page 1		

**ADDITIONAL REMARKS**

**THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,  
FORM NUMBER: 25 FORM TITLE: Certificate of Liability Insurance**

INSURER AFFORDING COVERAGE: AIU Insurance Company NAIC#: 19399  
POLICY NUMBER: WC058240120    EFF DATE: 01/01/2021    EXP DATE: 01/01/2022

TYPE OF INSURANCE:	LIMIT DESCRIPTION:	LIMIT AMOUNT:
Workers Compensation/ Employers Liability - (CA) Per Statute	E.L. Each Accident E.L. Disease-Ea Empl E.L. Disease-Pol Lmt	\$1,000,000 \$1,000,000 \$1,000,000

INSURER AFFORDING COVERAGE: New Hampshire Insurance Company NAIC#: 23841  
POLICY NUMBER: WC058240122    EFF DATE: 01/01/2021    EXP DATE: 01/01/2022

TYPE OF INSURANCE:	LIMIT DESCRIPTION:	LIMIT AMOUNT:
Workers Compensation/ Employers Liab- (MA,ND,OH,WA,WI,WY) Per Statute	E.L. Each Accident E.L. Disease-Ea Empl E.L. Disease-Pol Lmt	\$1,000,000 \$1,000,000 \$1,000,000

INSURER AFFORDING COVERAGE: National Union Fire Insurance Company of Pittsburgh NAIC#: 19445  
POLICY NUMBER: CA4888815    EFF DATE: 01/01/2021    EXP DATE: 01/01/2022

TYPE OF INSURANCE:	LIMIT DESCRIPTION:	LIMIT AMOUNT:
Automobile Liability - (VA)	Any Auto - CSL	\$3,000,000



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Please visit [www.manitowoc.org](http://www.manitowoc.org) to view Municipal Sign Ordinance Chapter 15.450 in its entirety.  
This handout is intended to provide a simplified view of code provisions for animated signs.

### **Fixed Animated Signs – City of Manitowoc**

**Fees for Fixed and Movable Animated Signs.** Fees required for both fixed and movable animated signs shall be established by resolution of the Common Council. All animated signs shall require the issuance, by the Director of Building Inspection, of a separate sign and electrical permit, even if the animated sign is attached to another sign or sign structure.

**Fixed Animated Sign.** A one (1) time fee shall be delivered to the Building Inspection Department upon the filing of a request for a special permit pursuant to Section 15.450(18)(e). Issuance of sign and electrical permits by the Director of Building Inspection for a fixed animated sign, shall first require the approval and issuance of a special permit by the City Plan Commission pursuant to Section 15.450(18)(c).

### **Special Permit Application and Approval Process for a Fixed Animated Sign.**

A fixed animated sign shall not be installed or made operational in the City until so authorized pursuant to the terms and condition of a special permit by the City Plan Commission.

An application for a special permit shall be filed either with the City Planning or Building Inspection Departments, which shall include the following attachments:

- Scaled site plan identifying the location of the proposed sign and sign structure at a property in addition to the location of the following within a radius not less than 100 feet from the proposed sign: property lines, Right-of-way lines, traffic signal lights, driveway entrances and exits, distance to existing signage on the site, and distance from residential land uses;  
(see attached)
- Scaled drawing of the sign structure;  
(see attached)
- Model and serial numbers of the sign structure;  
*DB-6600 Digital LED Sign*
- Lamp wattage and luminance levels in Nits, footcandles or equivalent measurement acceptable to the Director of Building Inspection;  
*6,500 nits when shipped; 5,000 nits at year 10*
- Specifications regarding construction, height, placement, color technology, light source/illumination and changeable copy (text and graphics) systems; and  
*Internally illuminated sign with 19 bit color capacity. Copy scheduled maintained by Lamar Advertising.*
- Total signage calculation for the property including the proposed animated sign.  
*506 sq ft (includes both sides of structure)*
- Landscaping plan for the fixed animated sign base as required by 15.450(14)(h)(3)(F)(ix)-(xi).  
(see attached)

If an animated sign is to be replaced, enlarged or relocated at the same property, it shall require the review and approval by the Director of Building Inspection and City Engineer.

The City Plan Commission may attach conditions to a special permit granted hereunder in order to assure that the requested use will remain in conformity with the purposes of this Section, as well as to assure compliance with regulations of the particular zoning district within which the animated sign would be located. Compliance conditions may include, but shall not be limited to matters of assignability, restrictions upon hours of operation, authorization for the Director of Building Inspection and City Engineer to check sign settings when deemed necessary, revocation and termination, and other conditions deemed applicable by the City Plan Commission.

To secure information upon which to base its determination, the City Plan Commission may require the applicant to furnish information other than that which is specified herein to determine if the proposed use is consistent with the purpose of this ordinance.

Where a special permit is approved, an appropriate record shall be made by the Director of Building Inspection and City Engineer of the land use and structures permitted. A copy of each special permit shall be mailed to the parties in interest.

All special permits issued under this section shall be reviewed by the Plan Commission in June of each calendar year. Non-compliance with the terms of the special permit may result in the modification of the terms and conditions of the special permit, issuance of citations and financial penalties, or immediate revocation of the special permit.

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## LANDSCAPE PLAN

Locations: S Rapids Rd 600' s/o Custer St @ Leonard Ln  
Existing Panel #: 4010 / 4011

Provide landscaped area below/at the base of the sign. Landscape materials include:

1. Professional Grade Landscape Edging
2. Professional Grade Weed Barrier
3. Approximately 12 Daylily plants. Variety to be determined
4. Approximately 4 Deciduous shrubs. Variety to be determined
5. Approximately 4 Arborvitae plants. Variety to be determined
6. Mulch

S. RAPIDS ROAD

# 4010 / 4011

