

## **CITY OF MANITOWOC**

# WISCONSIN, USA www.manitowoc.org

June 24, 2021

To: Mayor and Common Council

From: Paul Braun, City Planner

Subject: PC 22-2021: Lamar Advertising; Request for Special Permit for a

Proposed Animated Billboard, 4744 S. Rapids Road.

At the June 23, 2021 meeting of the Manitowoc City Plan Commission, the Commission is informing the Council that the Commission took the following action:

Approve the Request from Lamar Advertising for a Special Permit for an Animated Billboard located at 4744 S. Rapids Road.

Address of applicant Attn: Susan Rosner Lamar Advertising 1800 Scheuring Road, Suite C Depere, WI 54115

Granicus #: 21-0575 Attachments: 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

Owner's Name Leonard Kaderabek		Address 4821 Vista Rd, Manitowoc, WI 54220			Telephone 920-682-1759	
Tenant's Name		Address		15	Telephone	
Lamar Advertising of Green Bay Contractor's Name		1800 Scheuring Rd, Ste C, De Pere, WI 54115 Address				920-347-3490 Telephone
Lamar Advertising of Green Bay		1800 Scheuring Rd			15	920-347-3490 Zoning District
Project Location S. Rapids Rd. 600's/o Custer St. (	စ္ Leonard Li	n	Sign Co (\$) \$5			I-1
1) DIMENSIONS OF SIGN						SF
2) ELEVATION			3) FACE			
X North X South		West		2		of Faces
4) ILLUMINATION	í í		ACTOR -			& MANITOWOC CITY LICENSE
X Internal External	Name: Elai	nd Electric Corp.		1	Phone:	920-338-6000
5) TYPE OF SIGN  X Ground Sign	Wall Sign	Window Si	_			y X Face Change
Projecting Sign / Awning /	Canopy	Temporary	-	X Animated	d (Fixed	d) Animated (Moveable)
5-A) ANIMATED SIGNS - A'	ГТАСНЕО	TO NON-ANIMAT	ED	5-B) ANIMA	ATED S	GIGNS - STAND ALONE
Non-Animated Wx H	=	SF (	%)	Animated V	V 23'	_x H11'_ =253SF
Animated Wx H	[=	=SF (	%)			
NOTE: Animated signs are lin	nited to the l	lesser of 30% of the	signs tota	ıl allowed sigi	n face o	or 30 square feet maximum.
5-C) GROUND SIGNS						
19'Clearance between	bottom of the	he sign and the groun	.d	Ov	erall sig	gn height
100' Setback from stree	t Right of W	ay	-	Set	tback fr	om edge of nearest driveway
(from center of S. Rapids Rd.) 5-D) PROJECTING SIGNS						
· Improved the control of the contro	bottom of the	sign and the grade a	it the Righ	ıt of Way		Projection from building
6) EXISTING SIGNAGE – List the size and type of ALL signs currently on the parcel.						
6) EXISTING SIGNAGE - Lis	st the size an	d type of ALL signs	currently o	on the parcel.		
						Туре
Width x11' _Height =	253	_Area SF Static pos	ter billboa	ard face		
23' Width x 11' Height = 23' Width x 11' Height =	= <u>253</u> = <u>253</u>	Area SF Static pos	ter billboa	ard face		Туре
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#### **SCALED SITE PLAN**

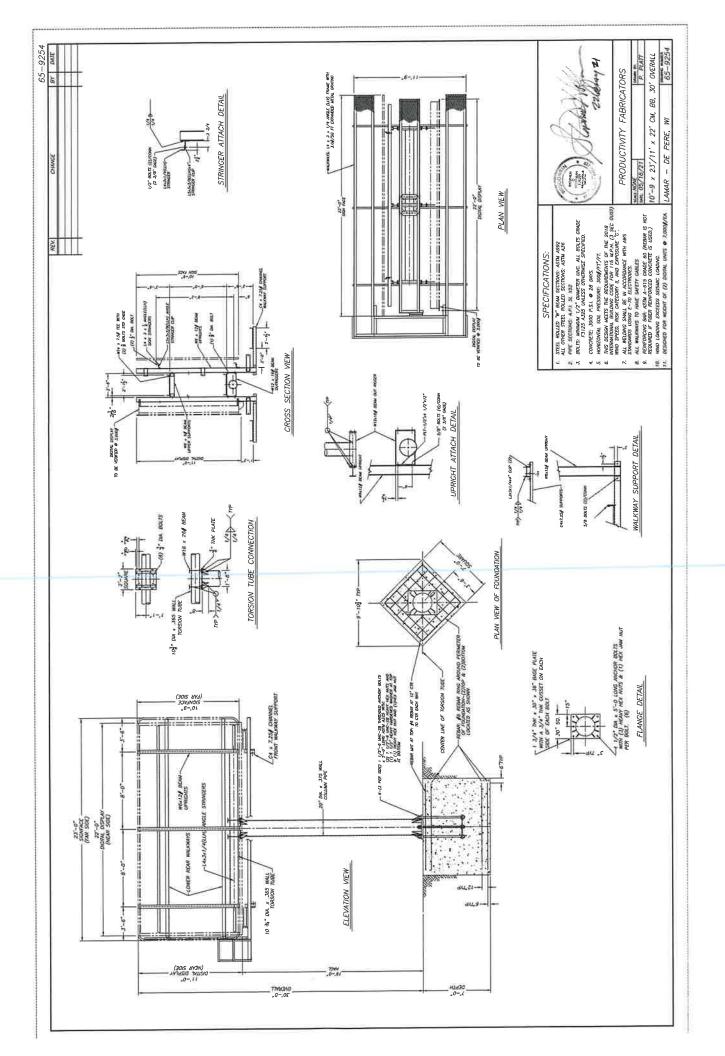
Locations: S Rapids Rd 600's/o Custer St @ Leonard Ln Exisiting Panel #: 4010 / 4011

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

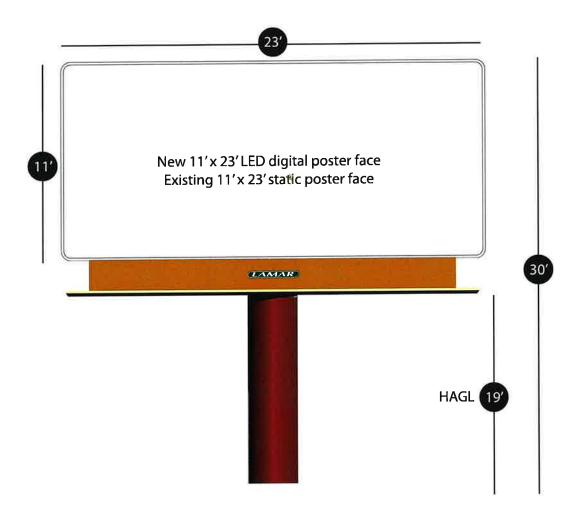




#### **SCALED STRUCTURE DRAWING**

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

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



### GRAPHIC RENDERING OF PROPOSED CONVERSION

Locations: S Rapids Rd 600' s/o Custer St @ Leonard Ln

Exisiting Panel #: 4010

North facing for southbound traffic

New digital poster face 11'x 23'



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Manitowoc, Wisconsin

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Soogle Google

Street View

Custer St



#### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 04/09/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	ingines to the octamoster holder.	CONTACT Willis Towers Watson Certificate Center			
Willis Towers Watson Southeast			1-888-4	67-2378	
c/o 26 Century Blvd P.O. Box 305191 Nashville, TN 372305191 USA		E-MAIL ADDRESS: certificates@willis.com			
		INSURER(S) AFFORDING COVERAGE		NAIC#	
		INSURERA: National Union Fire Insurance Company	of P	19445	
INSURED		INSURER B: AIU Insurance Company		19399	
Lamar Advertising Company 5321 Corporate Blvd		INSURER C: New Hampshire Insurance Company			
Baton Rouge, LA 70808		INSURER D:			
		INSURER E:			
		INSURER F:			
COVEDACES	CERTIFICATE NUMBER: W20674785	REVISION NUMBER:			

COVERAGES CERTIFICATE NUMBER

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

NSR TR		ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP	LIMIT	S
.IR	X COMMERCIAL GENERAL LIABILITY	INSO WYO				EACH OCCURRENCE	\$ 2,000,000
A	CLAIMS-MADE X OCCUR					DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000
	GEAING-WASE SEED					MED EXP (Any one person)	s 100,000
		GL3980288	01/01/2021	01/01/2022	PERSONAL & ADV INJURY	\$ 2,000,000	
	GEN'L AGGREGATE LIMIT APPLIES PER:					GENERAL AGGREGATE	s 10,000,000
	POLICY X PRO- JECT X LOC					PRODUCTS - COMP/OP AGG	\$ 2,000,000
	OTHER:						\$
	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident)	s 3,000,000
	X ANY AUTO					BODILY INJURY (Per person)	\$
A	OWNED SCHEDULED		CA4888814 01/0	01/01/2021	01/01/2022	22 BODILY INJURY (Per accident)	\$
	HIRED AUTOS NON-OWNED				ĺ	PROPERTY DAMAGE (Per accident)	\$
-	AUTOS ONLY AUTOS ONLY					N. T. Son Market Miles	\$
	X UMBRELLALIAB X OCCUR					EACH OCCURRENCE	s 10,000,000
A	EXCESS LIAB CLAIMS-MADE		18198245	01/01/2021	01/01/2022	AGGREGATE	\$ 10,000,000
	DED RETENTIONS						\$
	WORKERS COMPENSATION					X PER OTH-	
R	AND EMPLOYERS' LIABILITY  ANYPROPRIETOR/PARTNER/EXECUTIVE				1 01/01/2022	E.L. EACH ACCIDENT	s 1,000,000
-	OFFICER/MEMBER EXCLUDED?	N/A	WC058240121	01/01/2021		E.L. DISEASE - EA EMPLOYEE	\$ 1,000,000
(Mandatory in NH)  If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - POLICY LIMIT	\$ 1,000,000
В	Workers Compensation/		WC058240119	01/01/2021	01/01/2022	E.L. Each Accident	\$1,000,000
	Employers Liability - (FL)					E.L. Disease-Ea Empl	\$1,000,000
	Per Statute					E.L. Disease-Pol Lmt	\$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

SEE ATTACHED

CERTIFICATE HOLDER	CANCELLATION		
	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.		
City of Manitowoc	AUTHORIZED REPRESENTATIVE		
Attn: Building Inspector			
900 Quay Street	allyn Mounder		
Manitowoc, WI 54220	weight mountain		

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BATCH: 2052122

AGENCY CUSTOMER ID:	
I OC #: -	



### **ADDITIONAL REMARKS SCHEDULE**

Page 2 of 2

AGENCY		NAMED INSURED Lamar Advertising Company		
Willis Towers Watson Southeast, Inc.		5321 Corporate Blvd		
POLICY NUMBER		Baton Rouge, LA 70808		
See Page 1				
CARRIER	NAIC CODE			
See Page 1 See Page 1		EFFECTIVE DATE: See Page 1		
ADDITIONAL REMARKS				
CONTRACTOR OF THE PROPERTY OF	ODD FORM			
THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACC				
FORM NUMBER: 25 FORM TITLE: Certificate of	t Liability II	nsurance		
INSURER AFFORDING COVERAGE: AIU Insurance Compan	ay		NAIC#: 19399	
POLICY NUMBER: WC058240120 EFF DATE: 01/01/2	2021 EXP	DATE: 01/01/2022		
TYPE OF INSURANCE: LIMIT DESCRIPTIO		LIMIT AMOUNT:		
Workers Compensation/ E.L. Each Accide		\$1,000,000		
Employers Liability - (CA) E.L. Disease-Ea	_	\$1,000,000		
Per Statute E.L. Disease-Pol	r rwc	\$1,000,000		
INSURER AFFORDING COVERAGE: New Hampshire Insura	ance Company		NAIC#: 23841	
POLICY NUMBER: WC058240122 EFF DATE: 01/01/2		DATE: 01/01/2022		
FORICI NORDEN. NCCOOLAGILE DIE DIE DIE DIE DIE DIE DIE DIE DIE DI				
TYPE OF INSURANCE: LIMIT DESCR	RIPTION:	LIMIT AMOUNT:		
Workers Compensation/ E.L. Each A	Accident	\$1,000,000		
Employers Liab-(MA,ND,OH,WA,WI,WY) E.L. Diseas	se-Ea Empl	\$1,000,000		
Per Statute E.L. Diseas	se-Pol Lmt	\$1,000,000		
	_		VI TOH. 1044E	
INSURER AFFORDING COVERAGE: National Union Fire			NAIC#: 19445	
POLICY NUMBER: CA4888815				
TYPE OF INSURANCE: LIMIT DESCRIPTION	ON	LIMIT AMOUNT:		
	JN :	\$3,000,000		
Automobile Liability - (VA) Any Auto - CSL		\$3,000,000		

ACORD 101 (2008/01)

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SR ID: 20965159 BATCH: 2052122

CERT: W20674785



#### 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

Please visit <a href="www.manitowoc.org">www.manitowoc.org</a> 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)(e).

#### 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)
- 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.

#### LANDSCAPE PLAN

Locations: S Rapids Rd 600's/o Custer St @ Leonard Ln Exisiting 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 plans. Variety to be determind
- 6. Mulch

S. RAPIDS ROAD