

Meeting Date: 08-19-13

Agenda Item: # 8



**VILLAGE OF HOWARD PLAN COMMISSION  
APPLICATION**

**REPORT TO:** Burt McIntyre, President  
Village Plan Commission  
Village Board of Trustees

<b>TYPE OF SUBMITTAL</b>	<u>Site Plan Approval</u>
<b>DATE SUBMITTED</b>	<u>8-12-13</u>

**BACKGROUND**

<b>BASIC INFORMATION</b>	
<b>Project Name</b>	Gander Mountain
<b>Applicant Name/Contact No./ Email</b>	Sarah Peters, 920-425-9807, speters@jonessign.com
<b>Subject property address</b>	2323 Woodman Drive
<b>Abbreviated Legal</b>	29/41 RETAIL CENTRE LOT 41 EX PCL 3 OF 1 TPP 118
<b>Consultant</b>	Jones Sign Co., Inc.
<b>Size of Parcel</b>	213,255 SQ FT
<b>Existing Zoning</b>	B-1
<b>Requested Zoning</b>	N/A
<b>Comp. Land Map Designation</b>	N/A

<b>ADJACENT LAND USE/ZONING MATRIX</b>		
<i>Direction</i>	<i>Land Use</i>	<i>Zoning</i>
<b>North</b>	Neighborhood Business	B-1
<b>South</b>	Business	B-1
<b>East</b>	Hwy Commercial/US 41	B-2
<b>West</b>	Woodmans	B-1

**BACKGROUND** Gander Mountain would like to remove one existing sign “Live Bait” with logo sign cabinet at 46.5 square feet on the North elevation and add a “Firearms Super Center” internally lit wall sign at 46.25 square feet on the North elevation, and do a face replacement to “Firearms Super Center” for the existing secondary “Live Bait” sign cabinet on the East elevation. There is no additional square footage being added to the building. The applicant will be replacing one (1) wall sign with a new wall sign of the same size and doing a face replacement to one (1) existing wall sign.

**ANALYSIS**

1. **Zoning** The Gander Mountain site is zoned B-1.
2. **Setbacks** Wall signs are being proposed

3. **Parking** N/A
4. **Floodplain, Shoreland Zoning & Stormwater Management** There are no mapped floodplain or wetland areas on the property.
5. **Land Division** No land division is being proposed in this request.
6. **Lighting** All signs are internally lit
7. **Fire Protection** N/A

Web link--- <http://data.mashedworld.com/dualmaps/map.htm?x=-88.0739522003&y=44.5441692245=16&gm=2&ve=5&gc=0&bz=16&bd=0&mw=1&sv=1&svb=0&svp=0&svz=0&svm=1&svf=1>

**RECOMMENDED ACTION**

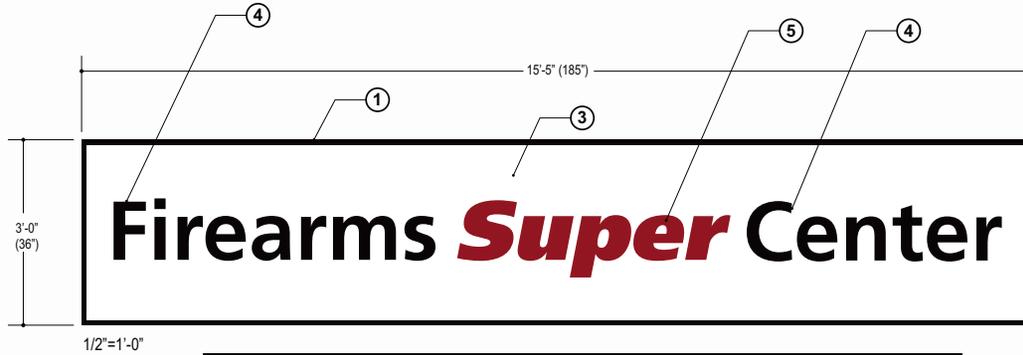
Staff recommends approval of the proposed sign changes.

I                      Sign plan

**OPTION 2 - S/F Face-Lit Wall Sign (Qty: 1)**

**(SITE PLAN REVIEW MEETING ONLY)**

46.25 SQ.FT.



NIGHT VIEW - NTS

*All sizes and square footages proposed are subject to municipality sign ordinance for review and approval.*

**CALLOUTS**

- ① S/F Face-Lit Wall Sign w/ Black Retainers/ Returns
- ② White LEDs
- ③ White Flex Face w/ Applied Vinyl Graphics
- ④ 3M 230-22 Translucent Black Vinyl
- ⑤ 3M 3630-49 Translucent Burgandy Vinyl (Super)

'LIVE BAIT' WALL SIGN TO BE REMOVED & DISPOSED OF WALL TO BE PATCHED AND PAINTED (46.5 SQ. FT.)



NEW FSC WALL SIGN (46.25 SQ. FT.)

**North Elevation**

NTS

**North Elevation**

- 12'd. Goose Logo 144 SF
- 8'H GMTN Channel Letters 336 SF
- ADD 3'-0" Firearms Super Center Cabinet Sign 46.25 SF
- REMOVE Live Bait Sign (-46.5 SF)

Total SF North Elevation: 526.25 SF  
 SF Signs ADDED: 46.25 SF  
 SF Signs REMOVED: (-46.5 SF)

**East Elevation**

- 7'd. Goose Logo 49 SF
- 5'H GMTN Channel Letters 129 SF
- REFACE Live Bait Sign w/ Firearms Super Center 60 SF

Total SF East Elevation: 238 SF

**South & West Elevations**

No Change Proposed - No EXISTING or NEW Signage

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**JONES SIGN**

1711 Scheuring Road De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com



**PROJECT**



# 135  
 2323 Woodman Drive  
 Green Bay, WI 54303

**CUSTOMER APPROVAL**

Authorized Signature

x. *Kate Heuvelink*

Date: 8/7/13

**REVISIONS**

1 7.31.13 JS ADD SMALLER FSC OPTION

- 2
- 3
- 4
- 5
- 6
- 7

**REPRESENTATIVE**

Donna Rich

**DRAWN BY**

Jenee Sotka

**DATE**

07.25.13

**SCALE**

As Noted

**SHEET**

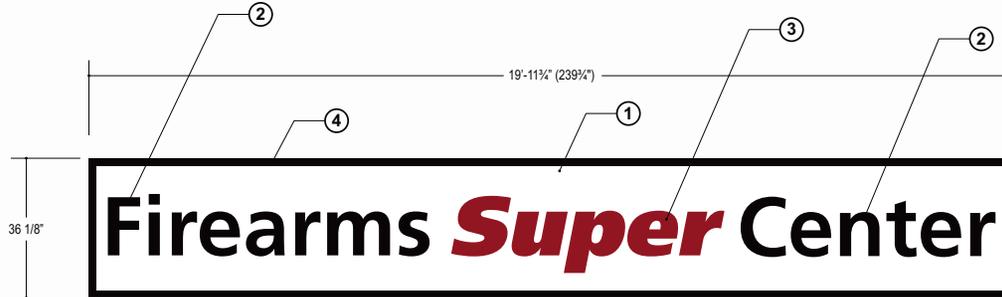
2 of 3

**DRAWING #**

97951

**S/F Wall Sign Face Replacement (Qty: 1) (SITE PLAN REVIEW MEETING ONLY)**

60 SQ.FT.



NIGHT VIEW - NTS

*All sizes and square footages proposed are subject to municipality sign ordinance for review and approval.*

**CALLOUTS**

- ① White Flex Face w/ Applied Vinyl Graphics Face Material to be Verified
- ② 3M 230-22 Translucent Black Vinyl
- ③ 3M 3630-49 Translucent Burgandy Vinyl (Super)
- ④ Paint Existing Cabinet & Retainer Black (Retainer Size TBD)

REMOVE 'LIVE BAIT' WALL SIGN FACE & DISPOSED OF  
REPLACE w/ 'FSC' FACE AND PAINT SIGN AND RETAINERS BLACK  
(60 SQ. FT.)



**East Elevation**  
NTS

**North Elevation**

- 12'd. Goose Logo
- 8'H GMTN Channel Letters
- ADD 3'-8" Firearms Super Center Cabinet Sign
- REMOVE Live Bait Sign

Total SF North Elevation: 571.7 SF  
SF Signs ADDED: 91.7 SF  
SF Signs REMOVED: (-46.5 SF)



**East Elevation**

- 7'd. Goose Logo 49 SF
- 5'H GMTN Channel Letters 129 SF
- REFACE Live Bait Sign w/ Firearms Super Center 60 SF

Total SF East Elevation: 238 SF

**South & West Elevations**

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